Registered at the G.P.O. as a newspaper.

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9d. copy, 30/- year.
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The Furnishing World

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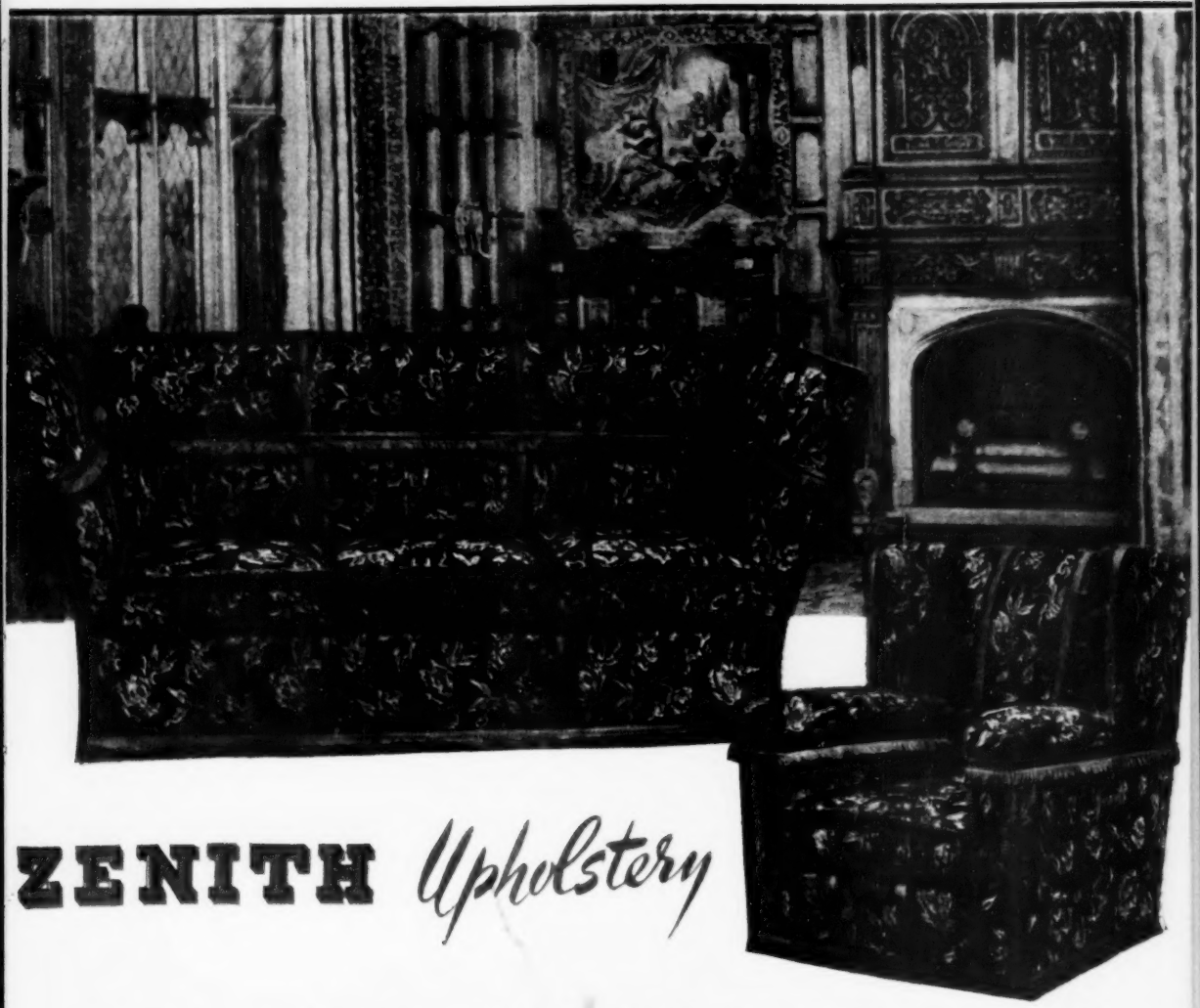

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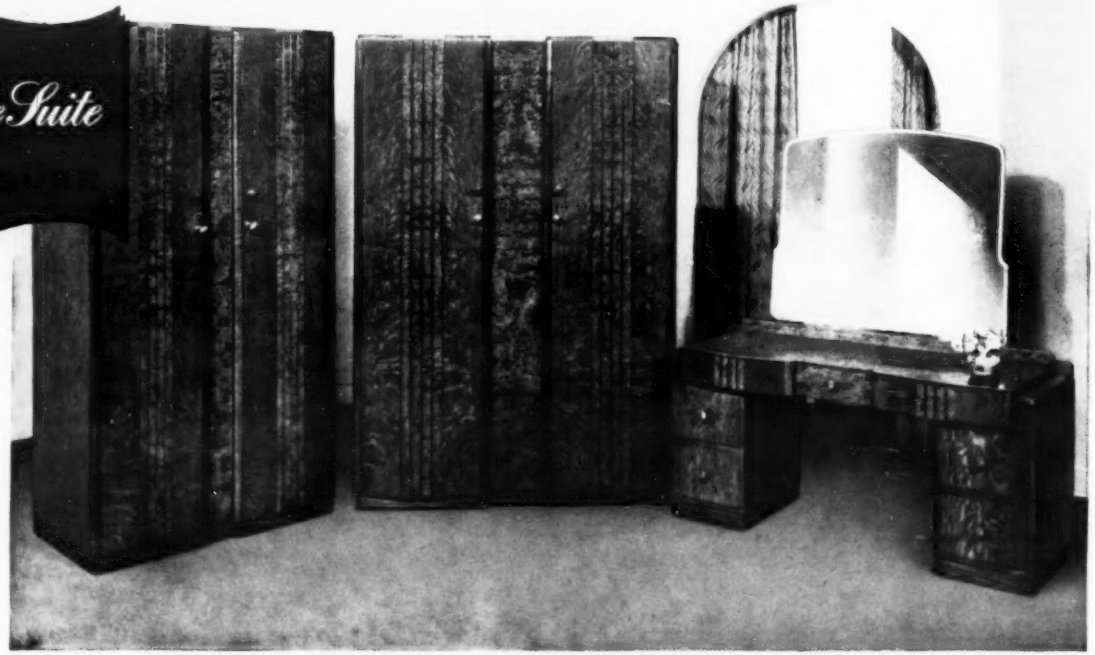

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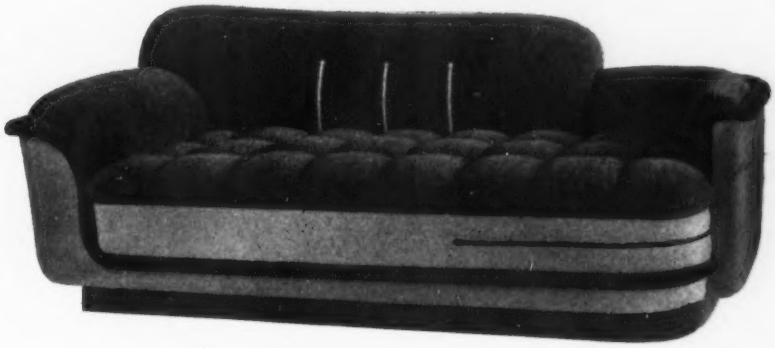

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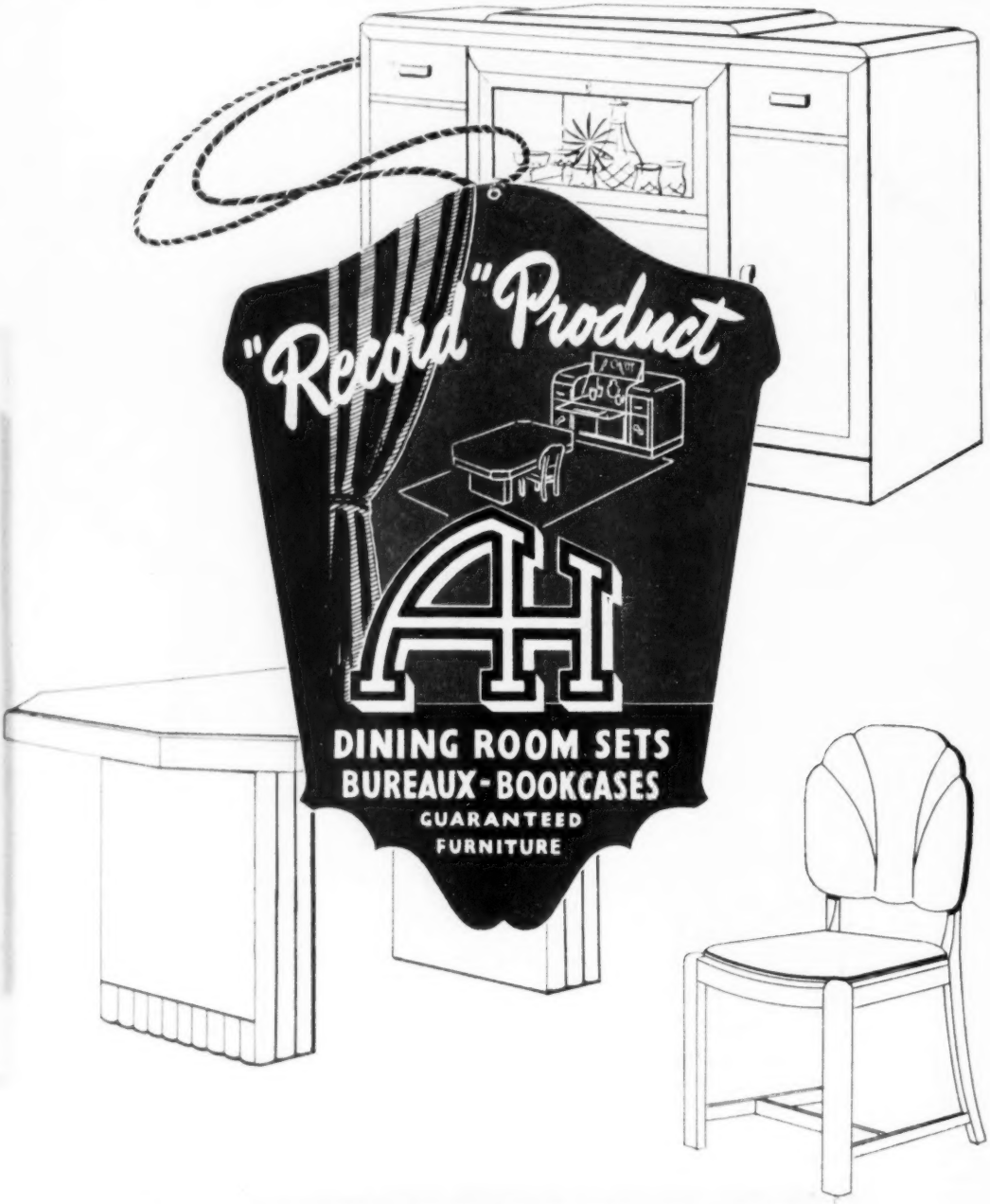

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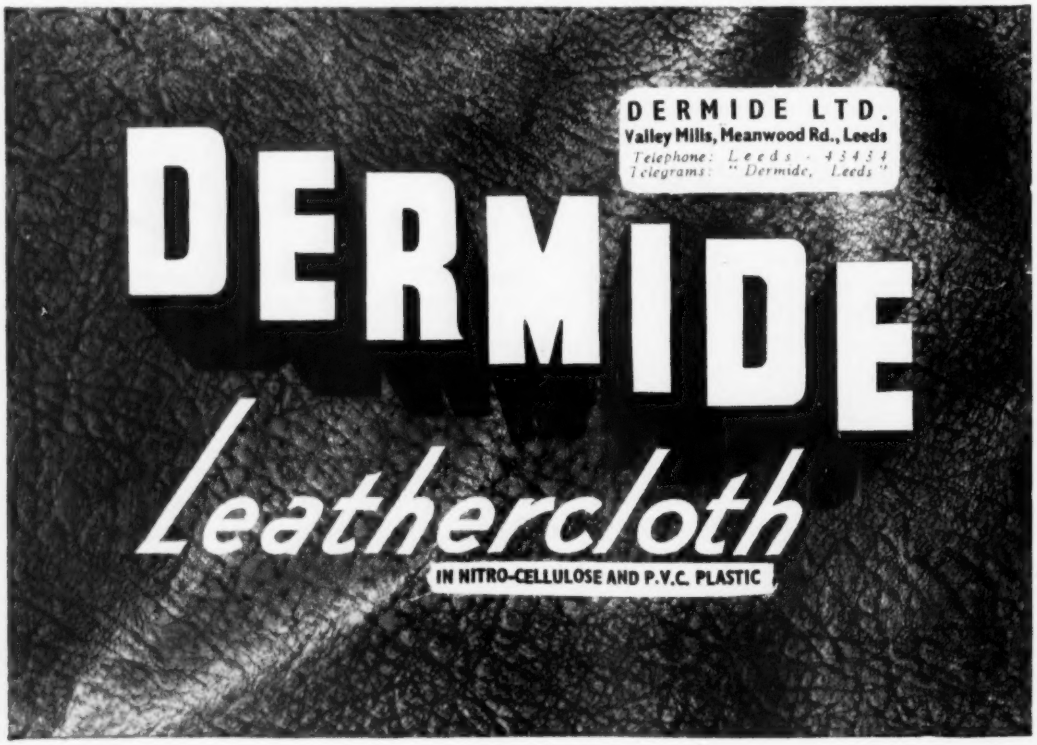

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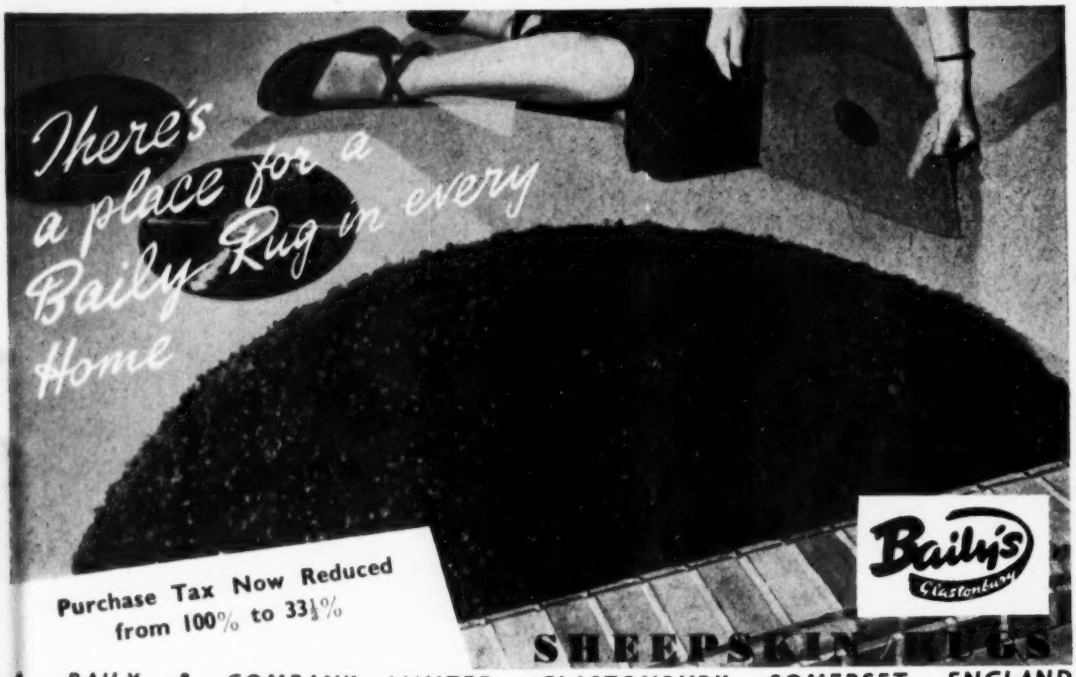

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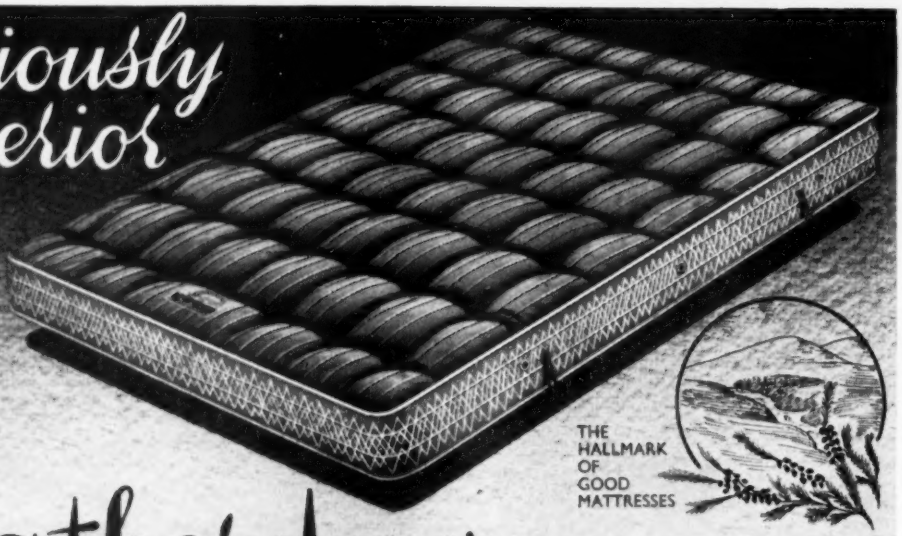

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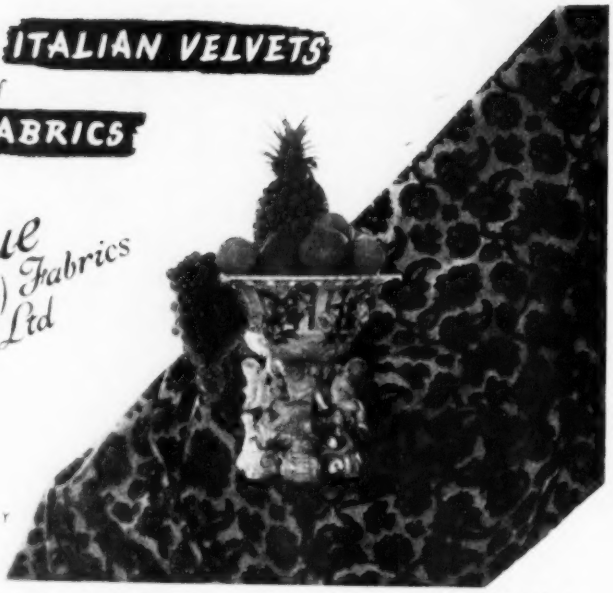

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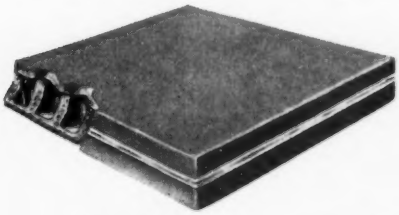

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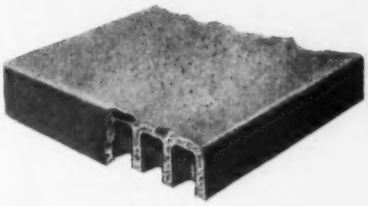

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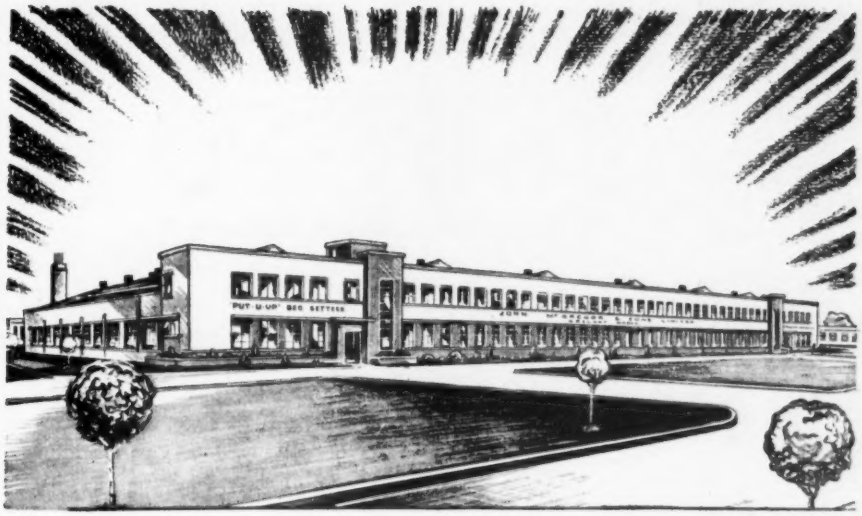

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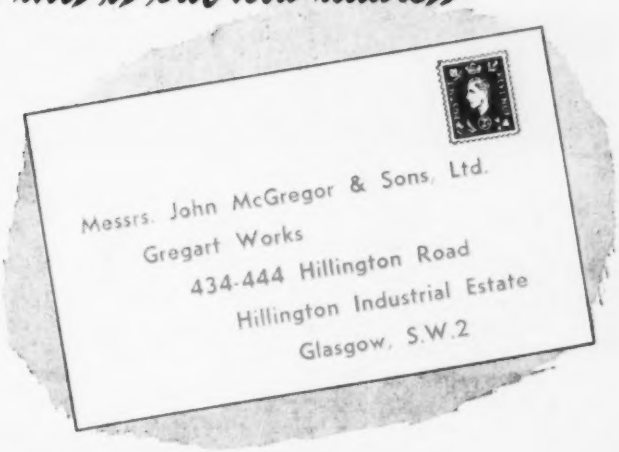

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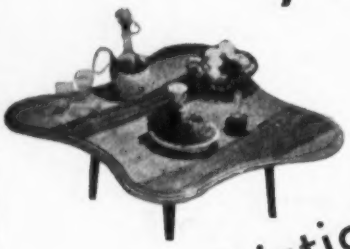

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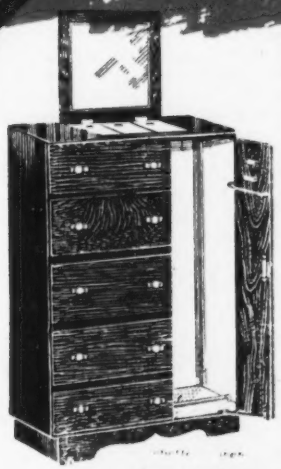

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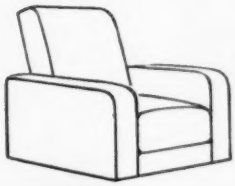

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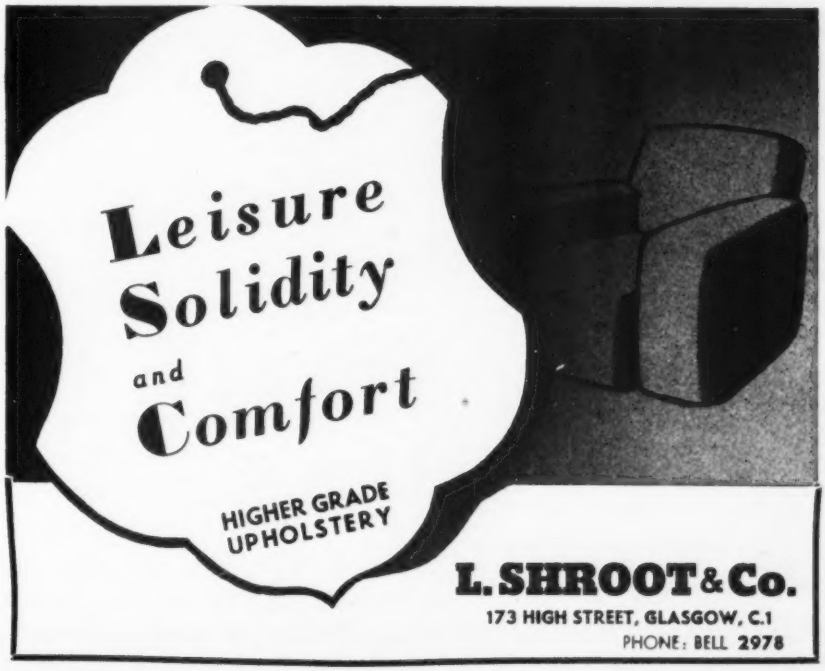

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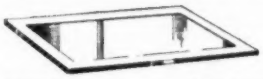

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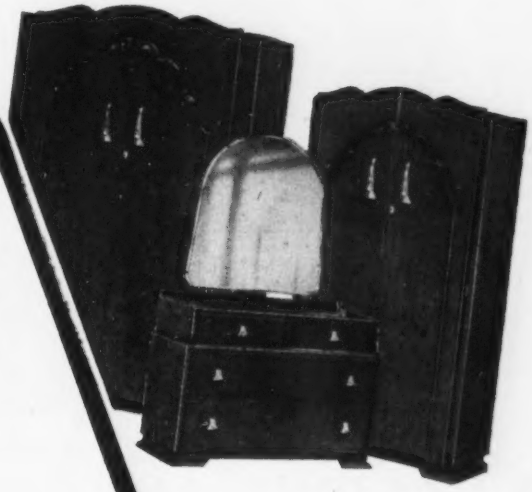

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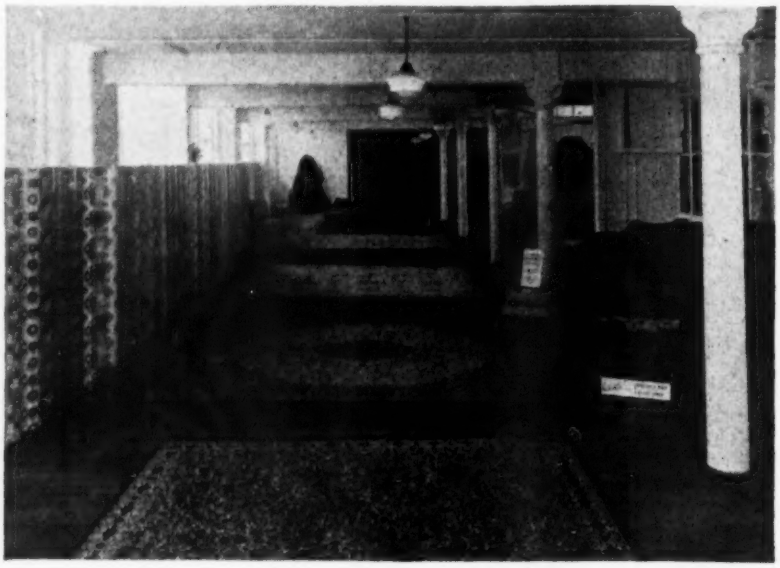

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TABLES PLASTIC TOPS
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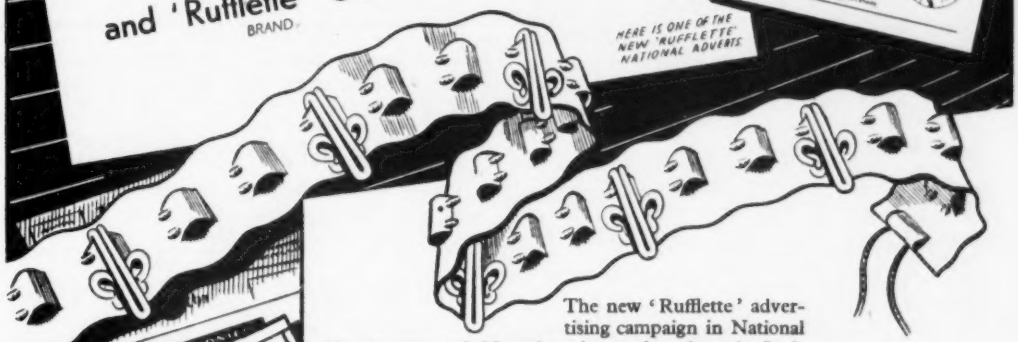
The advertising campaign of the year offers a wonderful opportunity to stockists of

'Rufflette' BRAND

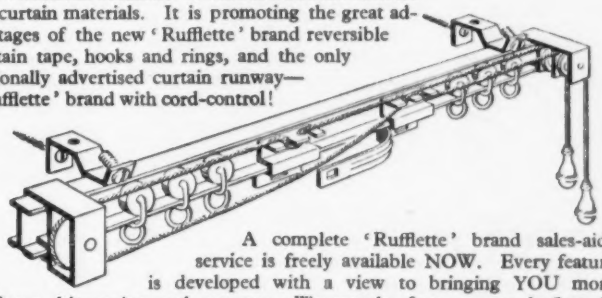
CURTAIN TAPE, HOOKS & RINGS

and 'Rufflette' BRAND Cord-Controlled Runway

HERE IS ONE OF THE NEW 'RUFFLETTE' NATIONAL ADVERTS



The new 'Rufflette' advertising campaign in National Newspapers and Magazines is a sales-winner! It is planned in every detail to help your over-the-counter and workroom business. It will stimulate the demand for curtain materials. It is promoting the great advantages of the new 'Rufflette' brand reversible curtain tape, hooks and rings, and the only nationally advertised curtain runway—'Rufflette' brand with cord-control!



A complete 'Rufflette' brand sales-aids service is freely available NOW. Every feature is developed with a view to bringing YOU more business this spring and summer. We supply free counter leaflets in colour, overprinted with your name and address, free advertising blocks, showcards and sample curtains. Write to us or your wholesaler for full details.

THOMAS FRENCH & SONS, LTD., CHESTER ROAD, MANCHESTER, 15

FACTORIES: Manchester, Wythenshawe, Fall River, Mass., U.S.A.
LONDON OFFICE: 156-162 Oxford Street, W.1
Also at BRITISH EMPIRE BUILDING, NEW YORK CITY
and 751 VICTORIA SQUARE, MONTREAL

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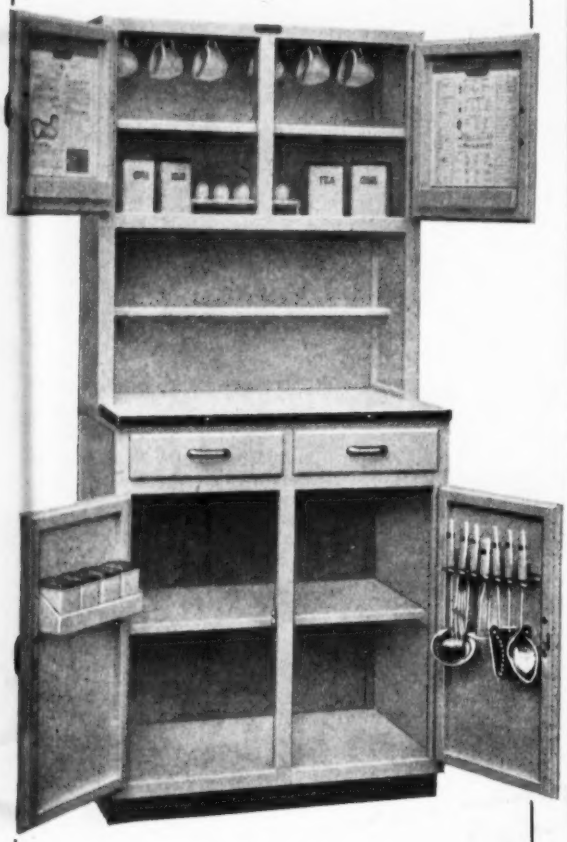
The Finest All-Wood Cabinets in the Trade



Utility Model 138
FINISH ENAMELLED OR POLISHED LIGHT OR MEDIUM OAK

UP-TO-DATE DESIGNS

Patentees: BEATALL FOUR-FOLD CABINET

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THREE PIECE SUITES

SUPPLIED TO THE WHOLE OF
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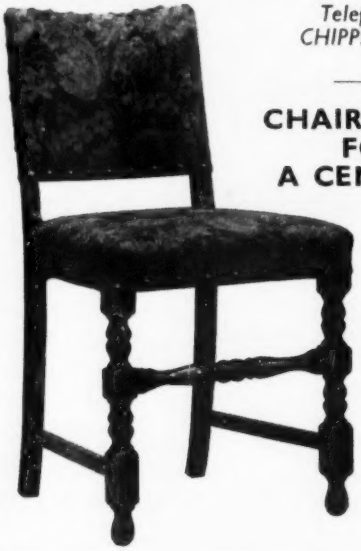

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THE MARK OF REAL

Craftsmanship in

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Sell "SIRROM"—safe in the knowledge that you offer the kind of QUALITY and DESIGN that the public want. This Ottoman is a supreme example . . . Craftsman built in the unbreakable SIRROM cross-weave it has proved one of the most popular pieces ever introduced!

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W. LUSTY & Sons Ltd.

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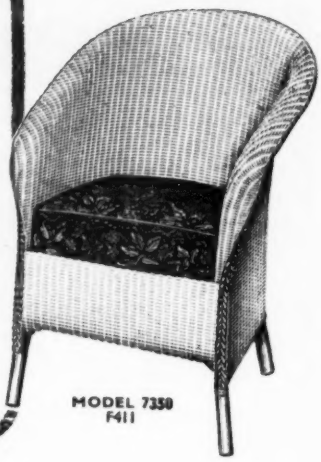
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This table becomes a bureau by opening the top drawer fully. Table top swivels on special pivot and bureau pockets are automatically brought up and locked.

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For the Eric Manufacturing Company
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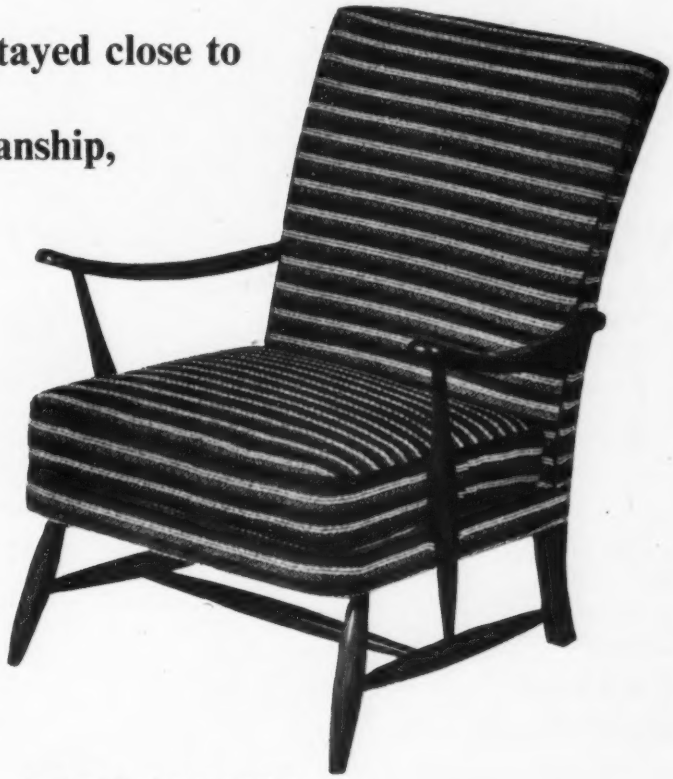
has departed newly in all directions with his latest chair. The chief deviations from the path of the usual *(not that he ever uses a path - he is too busy breaking trails)* **are in price** *(very low);* **standard of comfort** *(very high);* **feeling** *(highly contemporary);* **and beauty** *(extreme).*

He has, as usual, stayed close to his habit of craftsmanship, classic design and impeccable taste.



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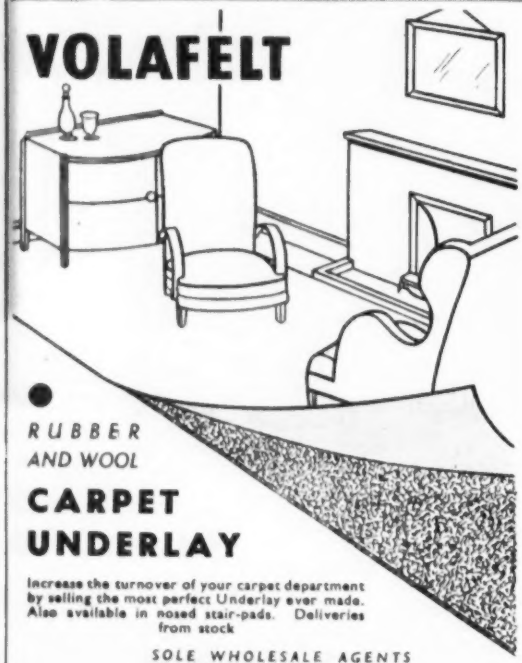

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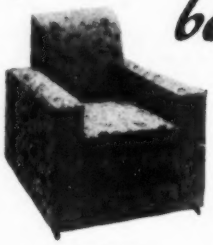

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All bedding contained in chair.
Fully sprung throughout.
Rubber mattress on sprung frame bed, complete with polished head and foot boards.
Size of bed 6' 3" X 28".
Standing 19" from floor.
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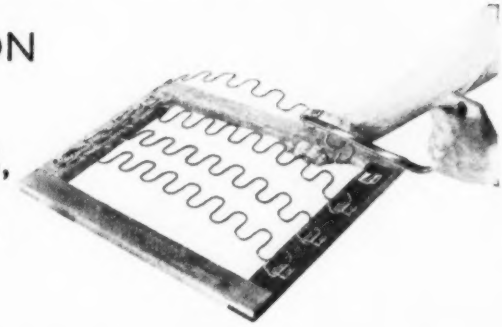

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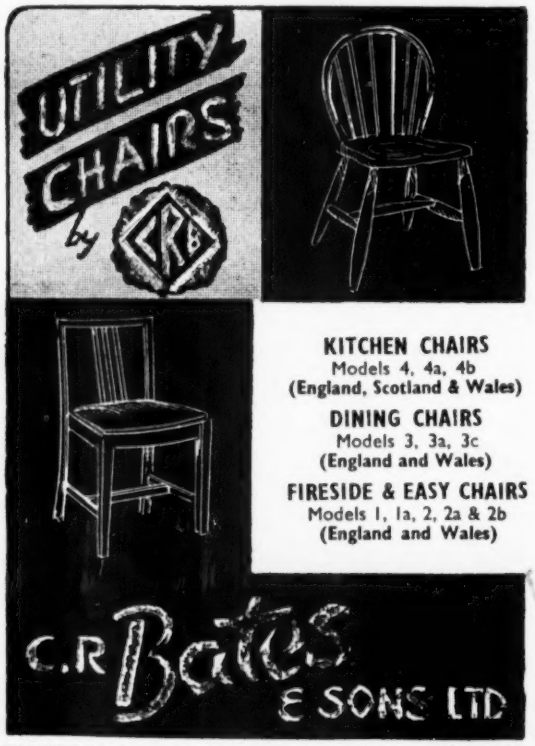

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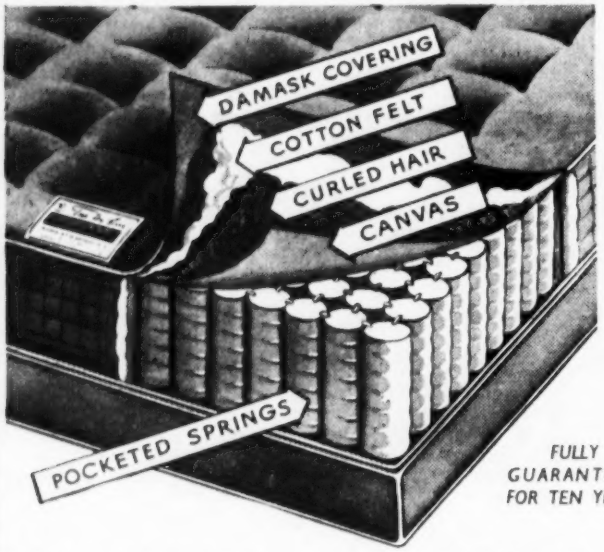

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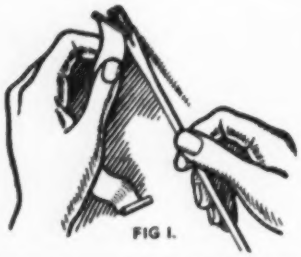

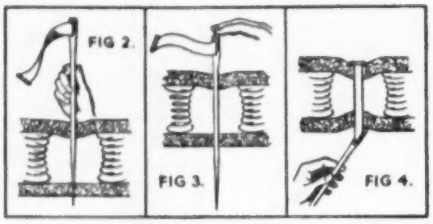

Fig. 1: Insert tuft in needle. Figs. 2 and 3: Push needle through mattress. Fig. 4: Draw needle clear when tuft slips out of needle with a slight twist.

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As a result of NEW REDUCED PRICES it is now cheaper as well as quicker to tuft an innerspring mattress with

Jiffy Tufts

PATENTED

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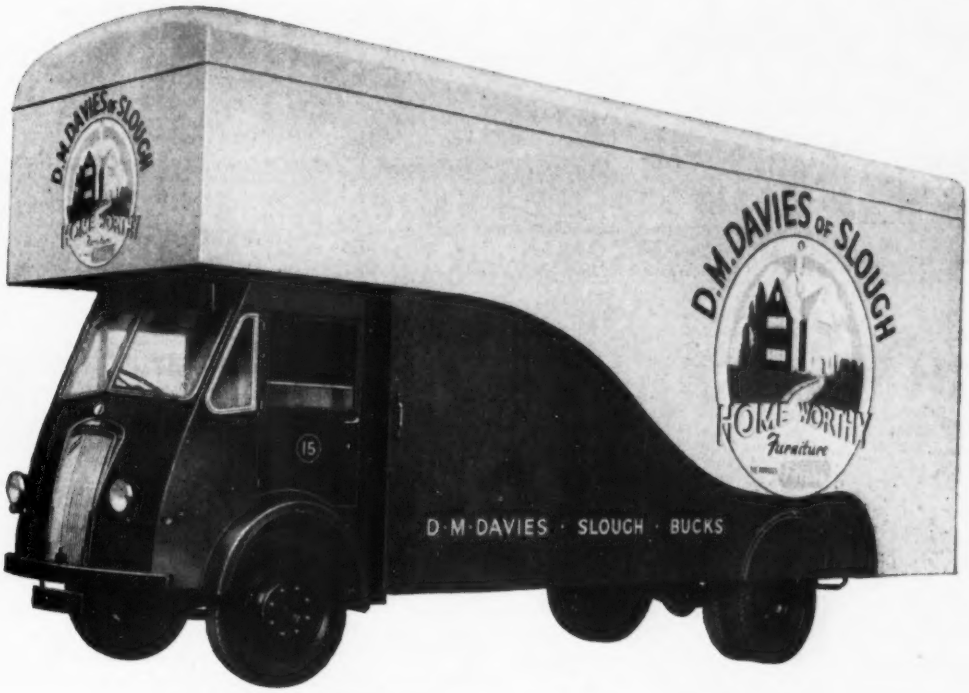

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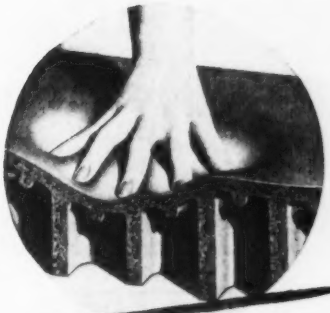

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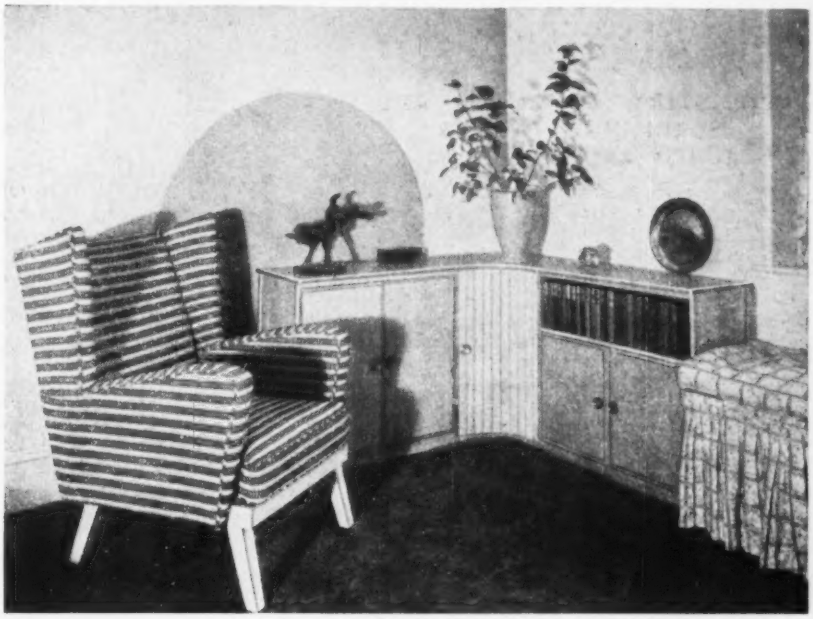

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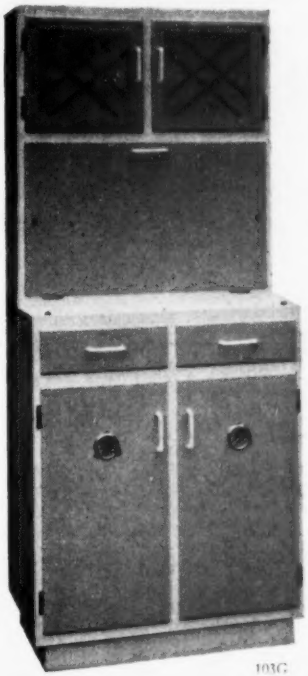

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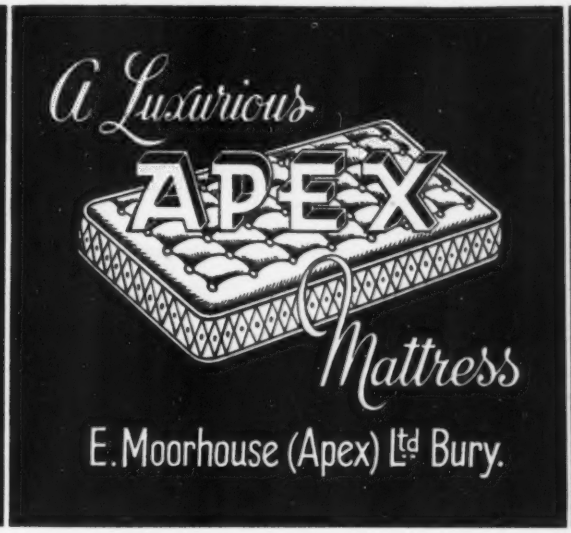

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Wilson Says "Yes" to Furniture Marking

Maintenance of Quality Is of "Highest Importance"

MR. HAROLD WILSON, President of the Board of Trade, has informed the Furniture Development Council that he shares their view that it should be compulsory for all furniture to be marked with the manufacturer's name and address.

THIS news is contained in a letter from the President to Sir David Waley, chairman of the F.D.C., in which Mr. Wilson says:—

"I was very pleased to meet you and some of your colleagues of the Furniture Development Council on July 26, and to hear from them at first hand about the work they are doing.

"I had already noted from your first annual report that, in spite of the many difficulties involved in setting up a new organisation of this kind, you have made considerable progress on such problems as the maintenance of quality in furniture, safety in factories and prevention of accidents, and education.

"I fully share your view that the maintenance of quality is of the highest importance, and have studied your proposal that the Board of Trade should promote legislation making it compulsory for all furniture to be marked with the manufacturer's name and address.

"After full consideration I have come to the view that it would be in the best interests of the industry, and the consumer, that such powers should be taken, though, as I explained, it is impossible at this stage to say when it might be possible to consider legislation.

"I hope that the good relations that already exist between the Council and the Board of Trade may be maintained, and can assure you that we will always give the Council all the help that is possible and consult you on matters that affect the furniture industry as a whole.

"In order that we may keep closely in touch on day-to-day problems I have asked my officials to arrange regular consultation with representatives of the Council where these questions can be discussed informally.

"Finally, may I say that I should be very glad to hear from you what will be the main questions to which the Council expects to devote its attention in the next year or so, apart from continuation of the matters on which you are already engaged."

Mr. Harold Wilson

BUT ORGANISED RETAILERS STILL DISAGREE

Statement Issued by N.A.R.F. Yesterday

THE National Association of Retail Furnishers, representing the overwhelming majority of retailers, adheres to the view that the compulsory marking of furniture will give little additional protection to the consumer, and will detract from the status and responsibility of the retailer.

The average customer relies not on names applied to furniture so much as on the skill and reputation of the retailer who supplies it. We believe that this proposal, when effected, will give a considerable fillip to the branding of merchandise which will give great competitive advantages to large manufacturers to the detriment of small manufacturers producing goods of no less quality.

Action of this kind has not been found necessary for any other kind of consumer goods.

Legislation will obviously take time, and its details will be carefully scrutinised, as there are serious problems of definition as to who is, in fact, a manufacturer.

June Furnishing Sales Up 8 p.c.

12 p.c. Rise Over Five Months

SALES of furniture and furnishings during June were eight per cent above the corresponding 1949 figure, and there was a 12 p.c. rise in the cumulative sales for February-June.

Percentage changes in the areas compared with a year earlier were:—

Furniture and Furnishings: Midlands and South Wales +14, London Central and West End +11, London Suburban +9, North East +9, North West +8, South of England +7, Scotland +6.

Furniture and Bedding: Scotland +18, Midlands and South Wales +12, London Central and West End +9, North East +7, London Suburban +6, South of England +4, North West +3.

Furnishing Fabrics and Household Textiles: London Suburban +12, London Central and West End +8, South of England +8, North East +7, North West +6, Midlands and South Wales nil, Scotland —16.

Floorcoverings: North West +18, London Central and West End +17, Midlands and South Wales +16, South of England +9, North East +9, London Suburban +2.

Sales by independent furniture retailers followed the normal trend for this time of the year, but a fall of nine per cent over the month left turnover five per cent higher than a year earlier.

In each of the five months of the present trading year business has been higher than a year earlier, and the cumulative sales were a tenth higher than during February to June, 1949.

Paddington Furnishers To Enlarge Showrooms

IMPORTANT plans to extend their showrooms and provide a new frontage to the premises have been prepared by John Clifford & Sons, furnishers, 137, Praed Street, Paddington, W.2.

In an interview with a *Furnishing World* reporter, Mr. John Phillips, one of the principals, stated that additional showrooms are to be opened on the upper floors of the store and a modern shopfront fitted in the near future. "We are," he said, "carrying a comprehensive range of all types of furnishing and will be extending all sections of the business when our development scheme has been carried through."

Mr. A. Purslow, manager, informed *World* reporter that showrooms on the second and third floors fitted out as fully furnished flats, had proved a great attraction to the public. "We are dealing mainly in medium to high-class

John Phillips

A. Purslow

furniture, and putting on special bedding shows," he stated.

This business is under the direction of Mr. C. S. Phillips.

Buying is undertaken by Mr. John Phillips and Mr. Purslow.

Improvements at John Rhind & Son

ALTERATIONS to the front of their building, which was badly damaged in the Manchester blitz in 1940, have been completed at the Stretford Road, Manchester, furnishing house of John Rhind & Sons, Ltd.

In place of the windows which ran the full length of the two upper floors of the building, a brick front has been built and several small windows inserted.

Running the full length of the ground floor, the large display windows have been surrounded with Devonshire marble. The interior of the building has been redecorated.

Executives of the firm of Rhind's, which has been established for more than 100 years, are brothers Edwin Rhind, James Rhind, Ernest H. Rhind, and his son, Ronald H. Rhind.

An extension of their furnishing and household departments has been undertaken by Bourne & Hollingsworth, Ltd., Oxford Street, W.1, by the opening of the fourth floor for this purpose.

BEDDING INDUSTRY ENDS PIECEWORK

THE Conciliation Board of the Mattress Making Industry has informed the National Union of Furniture Trade Operatives that National Piecework Schedules will terminate at the end of November.

More Scots Goods Needed for Festival

OF the 3,800 British manufacturers who have submitted articles for the Festival of Britain Exhibition, only 340 are Scottish. This fact was revealed by Mr. R. A. MacLean, of A. F. Stoddard & Co., Ltd., carpet manufacturers, of Elderslie, Renfrewshire, when he appealed for a better response from Scotland. Mr. MacLean was speaking in his official capacity as chairman of the Scottish Committee of the Council of Industrial Design.

"I am afraid that Scottish firms are being unduly diffident about their productions," said Mr. MacLean, "and I am anxious to see a representation at least proportionate to Scottish industrial output.

"I cannot stress too strongly the value of Scottish manufacturers having their best examples included in the list, prepared by the Council of Industrial Design, from which the Festival exhibits will be selected.

"Apart from the world-wide publicity and prestige to be gained by having products chosen for the Exhibition, inclusion in the Stock List will ensure that a description or photograph of the manufacturer's products is available for enquiries by foreign representatives at the Exhibition in London.

"The selection of exhibits is now nearing completion, but there is still time for inclusion and I should be sorry to see Scottish firms miss this opportunity."

Lino Prices : Correction

WE are informed by the National Association of Retail Furnishers that there was an error in their table of maximum tax-inclusive selling prices for lino which was published in *Furnishing World* on August 4.

The correction is:—

Granite, Jaspé, Moire 3rd or C.—10/1d. per square yard instead of 10/-.

Felt Base "C" quality under 2 metres wide—2/6d. per square yard instead of 2/5½d.

Felt Base "A" quality under 2 metres wide—3/9d. per square yard instead of 3/8½d.

THE NEW FURNITURE ORDERS EXPLAINED

ON AUGUST 4, *FURNISHING WORLD* REPORTED THAT TWO NEW ORDERS—THE UTILITY FURNITURE (MARKING AND SUPPLY) ORDER, 1950, AND THE FURNITURE (MAXIMUM PRICES) ORDER, 1950, ARE TO COME INTO OPERATION ON AUGUST 28. IT IS NOW LEARNED THAT A SUPPLEMENT TO THE GENERAL SPECIFICATION FOR UTILITY FURNITURE (1948) WAS TO BE SENT TO UTILITY FURNITURE MANUFACTURERS BY AUGUST 14. THIS CONTAINS ALL THE AMENDMENTS WHICH HAVE BEEN MADE TO THE GENERAL SPECIFICATION SINCE IT WAS PUBLISHED IN 1948.

Changes in Symbols and Prices

THE B.F.M. have issued a set of notes on the two Orders and the Supplement for the information of the members of their Constituent Associations. Here are the notes in full:

The Utility Furniture (Marking and Supply) Order, 1950. This Order, which does not apply to Northern Ireland, revokes, but substantially re-enacts, the Furniture (Utility Mark) Order, 1948, and the Furniture (Utility Mark) (Amendment) Order, 1949.

The new Order, in effect, repeats the two Orders which it replaces with the following changes (new additions are shown *in capitals*).

(a) Article 2(1) now begins: "Any person who applies the Utility mark to any furniture of a description specified in the First Schedule hereto shall also, AND AT THE SAME TIME, apply to that furniture . . ."

(b) A new Article 5 is inserted: "5. A person shall not, in the course of his business, supply any article of Utility furniture bearing two or more different type symbols."

(c) Article 6 (the old Article 5) now begins: "Nothing in this Order, EXCEPT ARTICLE 1, . . ."

(d) The former Article 6 becomes Article 7, and the old Articles 7 and 8 are replaced by 8 and 9 which recite the revocation of the old Orders and the title of the new Order.

(e) The First Schedule repeats that of the Furniture (Utility Mark) (Amendment) Order, 1949, with the following changes:

(i) Bedstead Ends. Type symbols F.131 and F.132 disappear and are replaced by F.133; type symbols F.141 and F.142 are replaced by F.143.

(ii) Dining Tables. For type symbol F.161 minimum dimensions are specified for area of table tops—7½ sq. ft.; and height—2 ft. 4 in.

(iii) Metal Framed Upholstery. Type symbols F.731, F.741, F.751, F.752, F.761, F.771 and F.772 disappear and are replaced by F.732, F.742, F.753, F.754, F.762, F.773 and F.774 respectively.

(iv) Divans. The new type symbols F.802, F.812, F.822 and F.832 are introduced.

Supplement to the General Specification for Utility Furniture (1948). This Supplement will be introduced to Utility furniture manufacturers, to whom it was to be sent by the Board of Trade so as to reach them by August 14, by means of a new variation licence which will kill previous general amendments and substitute the new consolidated supplement. In it are reprinted all the amendments which have been made to the General Specification since it was published in 1948, subject to some changes to amendments 99 and 101 affecting Divans.

In addition, seven new amendments are introduced. These are:

104 making allowance for the use of leathercloth of U.F.C. quality;

105, 106 making slight changes in the details of construction for wardrobe backs and 4 ft. 6 in. settees;

107 making provision for a further range of divans;

108 providing for changes in type symbol numbers to be applied to certain metal framed upholstered articles;

109 providing that there shall be no distinction between the different grades of bedstead ends;

110 providing that dining tables shall not include drawers in the long side.

The Furniture (Maximum Prices) Order, 1950. This Order introduces Related Schedule U.F.4. This repeats Related Schedule U.F.3 with the following changes — the old prices are shown in brackets.

Note.—Both the old and the new type symbol numbers for bedstead ends and metal framed upholstery are shown in U.F.4, since the old symbol numbers can be applied to these articles until August 28 when the new Orders come into force. To such articles, marked before August 28, the old maximum prices will still apply. Only manufacturers' maximum prices are shown.

		Related Schedule (U.F.3) £ s. d.	U.F.4 £ s. d.
UPHOLSTERY			
(a) **Wood or metal frame**			
F.601		(5 5 0)	5 12 6
F.602		(6 7 6)	6 17 6
F.603		(5 10 0)	5 17 6
(b) **Wood frame**			
F.611		(8 0 0)	8 10 0
F.621		(4 0 0)	4 7 6
F.631		(12 5 0)	13 5 0
F.632		(9 0 0)	9 15 0
F.641		(9 0 0)	10 2 6
F.651		(13 5 0)	14 15 0
F.652		(17 10 0)	19 10 0
F.661		(11 0 0)	11 17 6
F.671		(16 12 6)	17 17 6
F.672		(22 0 0)	23 12 6
F.681		(15 5 0)	16 7 6
F.691		(19 10 0)	20 17 6
(c) **Metal frame** (New Type Symbol numbers)			
F.732	(F.731	14 0 0)	13 5 0
F.742	(F.741	11 5 0)	10 2 6
F.753	(F.751	16 10 0)	14 15 0
F.754	(F.752	22 0 0)	19 10 0
F.762	(F.761	12 10 0)	11 17 6
F.773	(F.771	19 0 0)	17 17 6
F.774	(F.772	25 0 0)	23 12 6
DIVANS (additional range—new Type Symbol numbers)			
F.802		(—)	11 10 0
F.812		(—)	10 0 0
F.822		(—)	6 0 0
F.832		(—)	4 10 0
BEDSTEADS (New Type Symbol numbers)			
F.133	(F.131	7 12 6)	7 12 6
	(F.132	3 17 6)	
F.143	(F.141	6 0 0)	6 0 0
	(F.142	3 5 0)	

CARPET FIRM PLANS CHAIN OF SHOPS

LARGE-SCALE expansion plans have been drawn up by Regal Carpets, carpet specialists, 3, Regal Parade, Hounslow, Middlesex, and the first of a new chain of branch shops has been opened at 153, Notting Hill Gate, London, W.11, with showrooms on ground and lower ground floors.

Mrs. A. Buckingham

Mrs. A. Buckingham, principal and buyer, who has been in the trade 15 years, told a *Furnishing World* reporter: "We have a big expansion programme ahead of us. Negotiations are already under way to acquire further premises at Greenford and Hayes, Middlesex, and we shall be opening in other districts in the near future. It is a little early yet to give any further details.

"We are catering for all classes of carpet business," said Mrs. Buckingham, "and we carry a wide range of Indian, Wilton and Axminster squares."

Allan Janes: Another Reply To John Haire

Industry Has Taken All Steps To Fight Recession

A FURTHER reply to Mr. John Haire, M.P.'s attack on the furniture industry has been made by Mr. Allan Janes, secretary of the High Wycombe Furniture Manufacturers' Society, in a letter to the Press.

MR. JANES begins by pointing out that, with the exception of a Design Centre, all the remedies suggested by Mr. Haire to combat the trade recession have been in operation for a considerable time.

He goes on to name the measures which the industry is taking to fight the recession. They include:—

(1) Government negotiations to widen the price control ceilings, so that the industry can maintain quality and offer a wider selection of goods to a wider purchasing public, free from the crippling burden of purchase tax.

(2) The stimulation of furniture sales by every available means.

(3) The support of every measure and the taking of every possible action to economically strengthen the public purchasing power and further the building of more permanent houses than the present very low and costly rate of production.

(4) The promotion of Government measures to enforce the marking of every piece of furniture with the manufacturer's name and address to safeguard quality and foster public goodwill.

(5) The promotion of greater and more modernised technical education for the furniture industry.

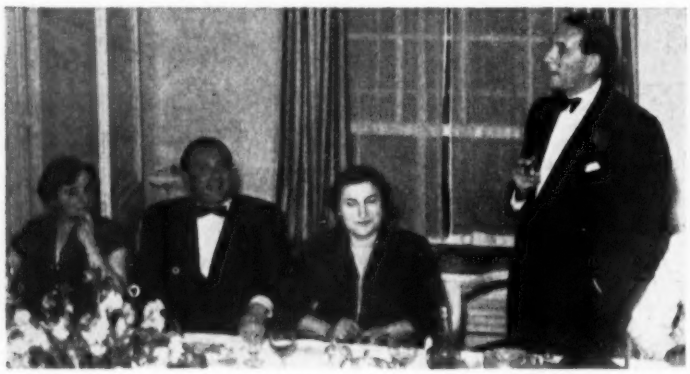
(6) The continual modernisation of factory machinery, production layouts, administration, design, costings, use of new methods and materials and the many other factors that relate to progressive modern production.

(7) The investigation of what part the industry can play once more in National Defence Production.

Mr. Janes concludes by pointing out that the figures quoted by Mr. Haire as showing that there was a retail furniture boom in April and May were composite figures which included large quantities of goods not made by the furniture industry, and also retail contract work.

The figures gave no particulars of what trading was done out of stocks of furniture in hand by the retailers and therefore were of little use.

Record Year Planned for London Area No. 1



Mr. J. Barclay Jacobs speaking at the recent London Area No. 1 Committee's dinner. On his right is Mr. Jack Summers.

THE London Area No. 1 Committee of the F.T.B.A. recently held a dinner at Grosvenor House, London, which was attended by 22 members of the committee and their wives and presided over by Mr. John Barclay Jacobs, the area vice-president.

Mr. Jacobs hoped that this year's dance, to be held at Grosvenor House on November 14, would be as great a success as it has been in previous years, and in view of the fact that it has been decided to get the Great Hall in Grosvenor House, which accommodated 1,000 people, it was hoped that the committee would be able to increase its revenue and pass the figure of £8,000 which it was responsible for collecting during 1949.

Mr. Jacobs said his task was made more difficult by taking over from so successful and hard working a chairman as Mr. Ronald Sadow, but how fortunate he was in having as his vice-chairman Mr. Maurice Leigh, his treasurer, Mr. Ralph Shrager, and his secretary, that most able and experienced worker Mr. Harold Bender.

He also expressed his gratitude to Mr. G. H. Cove for offering his services to run the Tombola, to Mr. Jack Summers for the running of the raffle, and to Mr. Longworth for the brochure.

Mr. Jacobs gave a special word of welcome to the new members of the committee and said how pleased he was that the retail representation had been increased by some five members and that he hoped that the widening of the committee in this way would help share the burden in raising the funds, which the Associatoin needs.

Co-op. Pays Bonus To Keep Staff

BECAUSE so many employees were leaving to take jobs elsewhere, Barnsley British Co-op. Society decided at the half-yearly meeting last week to pay a bonus equal to half the declared trade dividend rate per £ on total basic wages received during the preceding half-year.

The president, Mr. H. Wilde, said this would represent £16,055, or the equivalent of 1½d. in terms of dividend, or one-sixteenth of the dividend paid to members.

He said that for several months the Board were conscious that the average rate of wages paid was inadequate in view of the rising cost of living. Not only this, but employees were leaving in embarrassing numbers to take up employment of a similar character elsewhere. Many of these were their best men the Society had trained.

C.W.S. Ends Mail Order Service

AFTER losing more than £200,000 since it was started three years ago, the Co-operative Wholesale Society's mail order service is to be wound up.

Voting on a membership basis, 800 retail Co-operative Societies have reached this decision by 8,857 votes to 1,181.

From the outset, the majority of the retail societies looked upon the service as an intrusion into their own branch of trading, while C.W.S. chiefs take the view that failure was due to restrictions which had been devised to protect the interests of retail societies.

Two Guildford Firms to Show More Furnishings

IMPORTANT extension plans are now in progress at the departmental store of Wm. Harvey & Sons, High Street, Guildford, Surrey, where more sales floor space is being provided.

Main departments to benefit by this expansion programme are the soft furnishings and household linens sections. It is expected that some part of this reconstruction work will be completed by the autumn.

Another Guildford store, Whites, also in the High Street, will soon have more showroom space for soft furnishings. Here, an interior wall is being demolished to provide an extension of the soft furnishing department, and a new additional staircase is being installed.

Uxbridge Store to Rebuild

IMPORTANT plans to rebuild and reorganise their departmental store have been prepared by R. W. Pritchard, Ltd., 178-184, Uxbridge Road, Shepherd's Bush, W.12.

Furnishing World understands that work on the scheme, which provides for the installation of a new modern frontage, is to begin at the end of the month.

More space is being given over to the furnishing side of the business, which has continued to expand during recent years, and window display space for furniture is to be increased.

Manager Bound Over for Embezzlement

HAROLD S. HANNABUS (50), of Brunswick Road, Withington, Manchester, a former manager for Harry Jacobs Furnishers, Ltd., at their shop in Yorkshire Street, Oldham, pleaded guilty at Oldham Magistrates' Court last week to the falsification of accounts, to the embezzlement of £25, £20 and £10, and the fraudulent conversion of £18.

Prosecuting, Mr. C. Buckley stated that the known total sum involved was more than £150.

Binding him over for two years, the magistrates ordered Hannabus to refund £100 to his former employers at the rate of £5 a month—the money to be paid through the Court.

Mr. J. Griffin, cabinetmaker and furniture restorer, has opened a workshop in High Street, Gosberton, Lincs.

New Carpet Showrooms for Blackpool Furnishers

A. DAVEY, furnishers, Queen Street, Blackpool, have opened new carpet showrooms next-but-one to their furnishing shop, and have a big display of rolls of body-carpet and stair carpet, piles of carpet squares of many types, and rugs. Davey's get big quotas, being contractors to many hotels, breweries and cinemas and claim to hold the biggest stock of carpets in the North of England.

In addition to carpets they specialise in built-in floors for cinemas and "swag" curtains for cinemas and theatres. No job is too big, for as they hold very large stocks work can be undertaken immediately on order, says Mr. R. Cowell, assistant manager.

Davey's execute work for London and the South Coast, many parts of the North including the Isle of Man.

Recent contracts include the Dominion Cinema, Bispham, Waterloo Cinema, South Shore, Feldman's Theatre, Royal Pavilion, Tatler Cinema (all of Blackpool), and Rex Cinema, Derby.

One of their special jobs was providing a carpet specially woven with a design of wine glasses for the cocktail bar of the Cliffs Hotel, Blackpool.

Special slogan of this firm, established 25 years in Blackpool, is "Buy a Davey rug."

Their big difficulty is getting staff to cope with the work. Carpet sewers, lino and carpet fitters are hard to get.

Beauty in Door Knobs

ANY effort to adorn the home is worth attention, and even such a mundane object as a door knob can attract admiration.

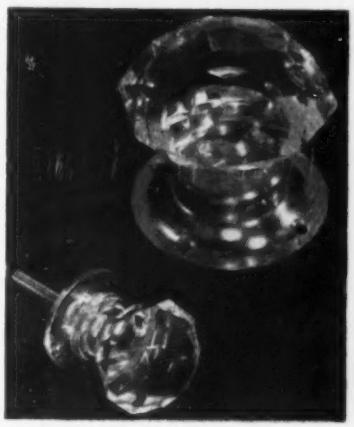
The "Coronet" brand of door knobs, with their companion drawer and shutter handles, are a good example of the way first-class workmanship and design can transform a commonplace object into a thing of beauty.

Made from one piece of solid block "Perspex," treated with a secret process, these new door knobs are practically indistinguishable from crystal.

Each set comprises one pair of door handles, one pair of chromium-plated key plates, one pair of "Perspex" escutcheons, and a spindle.

There are several shapes and designs with retail prices ranging from about £2 to £2 10s. a set. Miniature matching drawer and cupboard knobs can also be obtained.

The "Coronet" brand knobs are manufactured by the Albion Metalplas Co. of 151, Church Walk, Albion Road, London, N.16.



Viewpoint

MARKING of all furniture with the name and address of the manufacturer is to become compulsory. That is made clear from a letter received by the Furniture Development Council from MR. HAROLD WILSON. The only doubt is how soon it may be possible to introduce the necessary legislation. And we should not be surprised if time were found for its introduction before the Christmas recess.

In all the controversy which has arisen round the subject, there seems still to be a confusion, particularly in some retail channels, between *branding* and *marking*. Of course the two processes are quite distinct.

★★ Branding is a merchandising procedure. It entails the creation of a name like Slumberland or Somnus; but it also entails a large expenditure on advertising and publicity to popularise the name and the product with the public, as well as the appointment of selling agents, the distribution of showcards and other point-of-sale literature, and many other things. It means, in other words, a complete re-orientation of the merchandising process.

Marking with the name and address of the manufacturer (or with a registered trade mark, which was an alternative suggested by the B.F.M.) is quite another matter. Such a plan has been pushed forward both by manufacturers and by the unions as a means of maintaining the general standard of furniture production. It merely means that every piece of furniture would be capable of identification, so that no manufacturer would allow a chair or a table to go out from his factory unless he were sure that it was up to specification.

It would entail no merchandising campaign; *more important, it would not, in our opinion, reduce the responsibility or the status of the retailer.*

★★ It would have seemed, to an outsider, that any objection to marking might have come from the manufacturer, who could have regarded it as an additional form of objectionable control and regimentation. On the contrary, the manufacturer has welcomed the scheme as a genuine contribution to the prevention of unworthy and shoddy furniture finding its way on to the market—and it is from organised retail sources that the objections have come.

At the same time, we cannot help believing that retailers, as a whole, are not averse to a scheme that will maintain standards of quality—at least until some type of Performance Tests can be evolved. And, again, we cannot help believing that some retailers who have been opposed to the marking of makers' names have been confusing this plan with an extension of branding.

N.A.R.F. reiterate their objections to the scheme in a statement published on the front page this week. But may we suggest that their antagonism might be removed if they added to "Made by So-and-So" such words as "to the specified standard of quality of Blank & Sons."

A WELCOME DECLARATION

ONE sentence in MR. WILSON'S letter to the Development Council will be warmly welcomed by the industry. He says:—

"*I fully share your view that the maintenance of quality is of the highest importance.*"

It is very good to know that the President of the Board of Trade has this belief. For it will calm the fears of those who thought that, when the present maximum prices of Utility furniture have to be reviewed, MR. WILSON might propose or tolerate a decrease in quality for the purpose of maintaining prices at today's level. As he did in the case of bedding.

POLITICAL COLOUR

A REPORT in the "Daily Worker" states that steps to bring about "a peaceful settlement of the Korean situation" have been urged on the Government by London furniture workers.

Members of the East London No. 141 branch of the National Union of Furniture Trade Operatives, the report says, have unanimously endorsed a resolution sent to the Prime Minister and the Minister of War, which calls for the admission of People's China to the Security Council and withdrawal of all foreign troops and ships from Korea and Formosa.

★★ *Which is precisely the resolution which Communist Russia's* M. MALIK *has been trying to force through the Security Council of which he is temporary chairman.*

Readers' Viewpoint

Cost of Space at Earls Court

The Editor,
"Furnishing World."

SIR,—I feel I am voicing the thoughts of many smaller manufacturers to whom an outlay for a comparatively small stand at the British Furniture Exhibition of some £400 or £500 is not a small matter.

We are urged to send in our application forms with a minimum of delay. These forms measure about 12 in. by 18 in., the backs of which are covered with some twenty rules and regulations all beneficial for the B.F.E.—but no mention is made whatsoever of what happens in the case of the Exhibition not being held through hostilities, and this is a point which cannot be ignored.

Doubtless the Organisers would like to answer this to many Manufacturers' satisfaction through your column.

Yours, etc.,
SMALLER EXHIBITOR.

personally speaking...

NEWS OF MEN YOU KNOW

IT is officially announced that **E. J. Holford-Strevens,** formerly Regional Controller for the B.o.T. in the North-Midlands Region, has been appointed Regional Controller for the North-Western Region and has been at his new post since July 13. He replaces **G. W. Brazendale,** who recently took up duty as Trade Commissioner at Calcutta.

☆ ☆

AN unfortunate experience befell **G. H. Robinson,** a director and secretary of the Wakefield fillings firm of W. E. Mawson, Ltd., when he was on holiday in Northern Ireland. He was motoring through the country with Mrs. Robinson when they had an accident. While Mrs. Robinson escaped with cuts and bruises, Mr. Robinson was severely injured and sustained several broken ribs. After a time in hospital he has now returned home. On behalf of his many friends I wish him a quick and complete recovery.

☆ ☆

NEWS reaches me that **Bruce M. B. Coats,** manager of the furnishing fabrics and household linen departments of Pratts of Streatham, has married **Miss Isobel W. Burnside,** a departmental manageress with John Barnes, Ltd., Hampstead.

I HEAR that **T. M. Crowe** has become soft furnishings buyer of Hinds, Eltham, S.E. He recently held a similar post with Wickhams (C. Barker), Ltd., E.1.

☆ ☆

WORD comes to me that **Miss A. Pinch** is now acting manager of the nursery furnishing department of Trewin Bros., Watford.

☆ ☆

NEWLY appointed furnishing manager and buyer for the Newark Co-operative Industrial & Provident Society, Ltd., is **G. L. Watson,** who was recently manager and buyer for R. Pitchford, Son & Hedley Pitchard. The Newark Co-op.'s furnishing department is an entirely new one.

☆ ☆

FEATHERSTONES, LTD., the Rochester furnishing and drapery store, received a prize of a free ticket for a boat trip, in a recent Medway Towns National Savings Industrial Contest. Awards

were given to firms enrolling most savings group members during the month of June. The award was presented to **Miss Vera Bauckham,** representing Featherstones, by **Frederick Allen,** B.B.C. announcer, from the stage of the Granada Cinema. My picture shows Frederick Allen, with Miss Bauckham on the extreme right.

☆ ☆

A NOTE from **S. Ashmele,** managing director of Ashmele Bros., Ltd., the Tottenham Court Road upholsterers, tells me that the firm has appointed three new representatives. They are: **R. C. Glenn,** who will cover South London, **B. J. Daniels,** Lancashire, Cheshire and North Wales, and **G. M. Jones,** Yorkshire and the Northern Counties.

Nomad

A Smile with Betts

"Madam is just trying the carpet for durability, sir."

Furniture at Utrecht Fair

THE furniture section at the 55th International Trade Fair at Utrecht, which will be held from September 5 to 14, will occupy the whole Beatrix Hall, the largest of those on Vredenburg Square, together with its interior balcony. The latter will be laid out in model rooms, while the lower floor space will be used to show sitting-room, bedroom and dining-room furniture.

There will be Old-Dutch, Jacobean, Gothic and Flemish furniture as well as modern, series-made suites, wholly suitable for the sober style of post-war houses.

In addition to this there will be, separately in one part of the International Pavilion, another show of furniture as part of the Hungarian contribution to the exhibits.

Blind People to Make Bedding

BLIND men and women will be making bedding and upholstery later this year in a factory which is being built in Woodville Road, Harborne, Birmingham.

The factory is part of an ambitious scheme to extend the trading side of the Birmingham Royal Institution for the Blind.

New Hand-painted Hide Suites

A LEEDS manufacturing firm who always keeps to the front with new ideas in furniture designs is that of Waldenberg Bros., New York Road, Leeds, who have brought out a leathercloth, or hide, three-piece suite with a hand-painted design on the back.

It is intended to enter the export market with this new idea, which is what appeals to buyers in the U.S.A.

The design is done in oils, and is impervious to water, or any type of polish or cleanser.

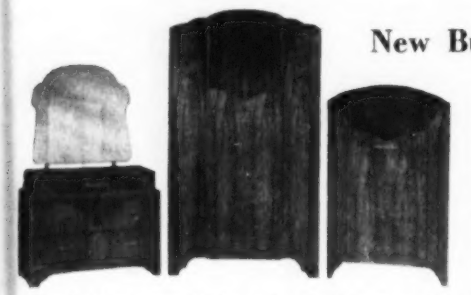
One suite has a very attractive period design showing a woman in period gown, but others are to feature phases of English history and famous buildings.

For instance, York Minster, St. Paul's and Westminster Abbey are to be featured, and suites bearing these will act as permanent reminders to Americans, and others overseas, of places they visited when in this country.

The idea has been brought into being by Mr. H. Jacoby of Leeds.

The suites are already on sale in Lancashire where they have aroused considerable interest.

New Bungalow Suite



This bedroom suite has been designed by Standwell Furniture, Ltd., of 11-17, Queen Street West, Sunderland, specifically for the bungalow and small flat at a low price to appeal to a wide market. Made in walnut and oak, it has ample drawer space and consists of a 3 ft. 6 in. wardrobe, 3 ft. dressing chest, 2 ft. 9 in. tallboy, and matching bedstead. Soundly constructed with blockboard doors, the suite—which retails at £44—is already proving a best selling line.

THE
WILTON FURNITURE WORKS
WALNUT & OAK
Bedroom Furniture
NEW NORTH ROAD
LONDON
'Phone: Canonbury 6631-4

Carpet Operatives' Work Has Deteriorated

SCOTTISH carpet manufacturers are bemoaning the lower working standards of operatives which they have had to accept in this post-war era.

ONE prominent Glasgow manufacturer told a *World* correspondent: "Before the war we had a waiting-list of young girls all anxious to join our staff. At that time there was a desire to participate in an industry which demanded more than conveyor-belt intelligence.

"We were able to select the best from this waiting-list, with the result that the girls we employed were invariably of a higher standard than was general among factory workers.

"To-day, however, things have changed. Since the war a whole host of light industries which we never had before have opened up in and around our cities. By the unintricate nature of their work as compared with ours and the competitive wages which are offered, these new industries have placed a heavy drain on a limited supply of workers.

"It is no longer a case of selection. It is a case of taking what we get."

Production figures in Scottish factories are slowly mounting towards pre-war, although it will be some time yet before they are level. Biggest sufferer from the reduced output is the home trade, as most of the production, or at least a high percentage of it, is directed overseas.

"Our heaviest demand from home is for medium-grade carpets. If we could produce more we could sell them, and go on selling them," said one firm.

SOME ENQUIRIES ANSWERED

6527.—"Harmsworth" furniture.
6528.—Mahogany display cabinets.
6529.—Reproduction bedroom suites.
6530.—"Kepkold" food cabinets.
6531.—"Acme" wringers.
6532.—Roll-front kitchen cabinets.
6533.—Cabin trunks.
6534.—Plain repp material.
6535.—Bedroom suite by Christopher Heal.
6536.—School furniture.
6537.—Folding camp beds.
6538.—Tray with legs.
6539.—"Tygan" fabric.
6540.—Hire-purchase financiers.
6541.—"Tena-Firma" solution.
6542.—Walnut dining-room suite, sideboard with cocktail cabinet.
6543.—"Presto" drop-leaf table.
6544.—Wheel back chairs.
6545.—Kidney-shaped dressing table.
6546.—White bedroom chairs.
6547.—Spanish galleons.
6548.—Commodes.
*6549.—"Waverley" wing easy chairs.
6550.—Work-box cabinet, with bureau.

* Means unanswered. Can any reader help?

Softwood Quotas for Divans

A NEW method of assessment of softwood allocations to furniture manufacturers, based on past production of Utility kitchen cabinets and tables, was announced by the Board of Trade in May.

At that time the B.o.T. stated: "We have not used this new procedure in allocating softwood for the making of divans and wood framed mattresses but hope to do this at a later stage."

The B.F.M. have now been informed that the new procedure in allocating softwood based on past production given in K.S. returns is to come into operation for *divans* for the present period (July-September) and until further notice.

Young People's Clubs Need Furnishings

THE National Association of Girls' Clubs and Mixed Clubs runs a residential club in London for the 166,385 boys and girls who are members of the Association, where they can stay for 7s. a night.

The club is greatly in need of furniture and furnishings of all kinds, but they cannot raise their prices to provide a furnishing fund, as their charges must be within the means of the young wage earner.

If, then, readers of *Furnishing World* could spare the club any secondhand equipment or rejects, they would be invaluable. Beds, carpets, rugs, tableware and kitchen equipment are urgently needed.

Any gifts should be sent to the General Secretary, The National Association of Girls' Clubs & Mixed Clubs, 30, Devonshire Street, London, W.1.

Disclaimer

We are asked by M. F. Reeve, house furnisher, 150, Magdalen Street, Norwich, to state that he has no connection with any other firm of the same or similar name in Norwich or elsewhere.

A wide range of dining-room and bedroom furniture was displayed by John O. Bolt & Sons, Ltd., of Wellington Street, Ashton-under-Lyne, Lancashire, when the local Chamber of Trade organised a Mid-Century Fair—an exhibition of household appliances.

Rita Grimwood, nursery furniture and perambulator specialist, will open a new shop and showroom at 288, Upper Richmond Road, Putney, S.W.15, on completion of shop-fitting alterations.

Big Furnishing Display At Dublin Horse Show

VARIETY, rather than any marked tendency in style or materials, was the keynote of the furniture exhibits in the Industries Section of the Royal Dublin Society's Horse Show from August 8 to 12.

Probably the most unusual exhibit and greatest novelty was shown by **O'Dea & Co., Ltd.**, of Dublin. This was an etchwood dining-room suite comprising table, sideboard and six chairs, upholstered in Lionide. The dining table had a glass top.

J. Long & Son, of 57, Lower Dominick Street, Dublin, showed a number of pieces, of which the most important were a Sheraton style kidney - shaped coffee table in mahogany, and an East Indian satinwood figured circular card table inlaid with sycamore, dyed green.

J. Caplin & Sons, Ltd., who make for the trade only, showed a departure from the traditional in Irish bedroom suites in a mahogany six-piece suite for retailing at £250. The dressing table showed a pleasing combination of concave and convex curves, while the wardrobes were designed on the "two convex bows" principle.

Metal Utilities, Ltd., showed a wide range of steel household and office furniture.

Hilton Bros., Ltd., showed their new convertible bed-settee, a two-seater settee extending into a bed. The mattress of the bed is bent into use as an overlay back and seat for the settee, while the pillow becomes a cushion. When this bed is converted into a settee the base slides inwards underneath.

Phelan & Co., Ltd., of South Brown Street, Dublin, showed their "Nelpha" Melvin bed-settee with two armchairs to match. One chair had a high back, while the other was a lady's very low armchair.

Roche's Stores, Ltd., showed a variety of household furniture.

Holroyd & Jones, Ltd., displayed Formica plastic board (of which they are the sole distributors) and also a number of household lines including "Amer" kitchen cabinets and "Nupro" furniture.

Bryan S. Ryan, who specialise in office equipment, showed an Irish oak desk designed personally by the 22-year-old proprietor, Mr. B. S. Ryan. The dimensions were 5 ft. by 2 ft. 9 in. It had two pedestals with three drawers in each, a pull-out flap for each pedestal and a centre drawer.

Another piece of office furniture which attracted attention was a solid oak desk shown by **Browne & Nolan, Ltd.** It had been recently designed by Mr. Barney Heron, who is accepted as the "Irish Chippendale." The desk was veneered in light oak and had two pedestals, one with a concealed drawer, the other with three pull-out drawers and a concealed drawer at the top. The design was unique in that the back was convex while the other three sides were straight.

David Spain (Eire), Ltd., demonstrated their one-day conversion service for hair mattresses. Mattresses are collected in the morning, converted into "Respa" inner sprung mattresses, and returned the same evening.

Soft Furnishings Buyer Dies

WE regret to announce the death of Mr. H. Russell, linen and soft furnishings buyer for G. P. Murfitt, Ltd., Hounslow, Middlesex.

Mr. Russell, who was appointed buyer last November, was previously with Jermyn & Sons, Ltd., King's Lynn.

OFFICE · BOARDROOM
AND LIBRARY CHAIRS

Archers
(HIGH WYCOMBE) LTD
WEST END ROAD, HIGH WYCOMBE
(Formerly WALTER E. ELLIS, LTD.)

Stockroom Dates

CHARLES NEWTH & SONS, LTD., will hold two stockrooms during the period August 28 to September 1 inclusive. Particulars are:—

Royal Station Hotel, **Hull**. Mr. A. W. Frazer, sales director, and Mr. Griffiths in attendance.

The Market Hotel, **Birmingham.** Brigadier A. L. W. Newth in attendance.

* * *

CHRISTIE-TYLER, LTD., will hold three stockrooms in the near future. The particulars are:—

September 4 to 8, Grand Hotel, Colmore Road, **Birmingham.**

September 18 to 22, Grand Hotel, Granby Street, **Leicester.**

October 2 to 6, Victoria Station Hotel, **Nottingham.**

Mr. Stanley Roe will be in attendance at each stockroom.

* * *

COOPER & DERBYSHIRE, LTD., the makers of "Brierlux" registered upholstery, will hold an autumn show of moquette, hide and leather three-piece suites, fireside chairs and fireside suites at the Grosvenor Hotel, Deansgate, **Manchester,** from September 11 to 15 inclusive. Mr. J. R. Cooper and Mr. L. E. Reed will be in attendance.

* * *

GEORGE CLARK (BRISTOL), LTD., the makers of "Guarant" chairs and settees, will hold an exhibition of their products at the Crown Hotel, **Newcastle,** from August 28 to September 6. Mr. L. Magrill will be in attendance.

* * *

D. M. DAVIES of Slough and Sheer Metalcraft, Ltd., will hold an exhibition of their products at the Queen's Hotel, St. Mary Street, **Cardiff** (telephone: Cardiff 5976), from August 28 to September 1. Mr. L. E. Davies and Mr. S. W. C. Taylor will be in attendance.

EXELOAK, LTD., will hold a special show of their 1950 autumn range of dining-room furniture at the Grosvenor Hotel, **Manchester,** from August 28 to September 1.

Mr. D. Bobroff and Mr. L. Kay will be in attendance.

* * *

F. AUSTIN (LEYTON), LTD., will hold an exhibition of "Austinsuites" at the Beresford Hotel, **Glasgow,** from August 28 to September 1. Mr. A. H. Terry and Mr. E. A. Cohen will be in attendance.

* * *

HARRIS LEBUS, LTD., will hold four stockrooms from August 28 to September 2. They are:—

Gloucester. The New Inn, Northgate Street. Tel.: Glos. 22177. Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Reading. The Oxford Halls, Eaton Place. Tel.: Reading 4014. Monday-Friday, 9 a.m.-8 p.m.

Lincoln. Kirke White Boys' Club, Swanpool Court, High Street. Tel.: Lincoln 8431. Monday-Friday, 9 a.m.-8 p.m.

Maidstone. Corn Exchange, Market Buildings, Maidstone. Tel.: 3922. Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-4 p.m.

* * *

JOHN LITTMAN & SONS, LTD., will hold an exhibition of their new autumn range of upholstery at the Market Hotel, Station Street, **Birmingham,** from September 4 to 8 inclusive. Mr. Littman and Mr. Sugarman will be in attendance.

* * *

L. LAZARUS & SONS, LTD., the makers of "Majority" furniture, will hold a display of their entire range of bedroom suites and unit furniture at the Grand Hotel, Westgate Street, **Cardiff,** from August 21 to 24 inclusive. Mr. W. G. Warner will be in attendance.

MERIT CHAIR FRAME MANUFACTURERS, LTD., will hold a display of their three-piece suites, fireside chairs and nursery furniture at the Grand Hotel, **Sheffield,** from August 28 to September 1 inclusive.

Mr. J. T. Wilkes and Mr. Harry Davies will be in attendance.

* * *

THE ENFIELD FURNITURE MANUFACTURING CO., LTD., will hold three stockrooms during the week beginning August 27. Particulars are:—

Market Hotel, **Birmingham.** Mr. R. F. Burton in attendance.

Royal Hotel, **Bristol.** Mr. A. E. Malnick in attendance.

Royal Station Hotel, **Hull.** Mr. W. A. Griffiths in attendance.

* * *

THE MAYFAIR CABINET WORKS, LTD., will hold stockrooms from August 28 to September 1 at The Cockburn Hotel, Cockburn Street, **Edinburgh,** and at the Grand Hotel, **Sheffield.** They will show new designs in bedroom suites and all types of bedroom furniture.

* * *

THE STANDARD UPHOLSTERY CO., LTD., will hold an exhibition of their latest designs in three-piece suites covered in British uncut moquettes and period tapestries at the Royal Hotel, **Woburn Place, W.C.1,** from August 28 to September 1 inclusive. Mr. S. Huntingford, Mr. H. Corrick and Mr. Alfred Hensher will be in attendance.

* * *

WILLIAM LAWRENCE & CO., LTD., will hold two exhibitions of their latest designs in bedroom suites, dining-room sets and three-piece sets during the period from August 28 to September 1. Particulars are:—

The Large Hall, The Christian Institute, 70, Bothwell Street, **Glasgow.** Mr. P. Johnston in attendance.

The Stag and Pheasant, Humberstone Gate, **Leicester.** Mr. A. Morley in attendance.

Soft Furnishings Store

A NEW soft furnishings store has been opened by W. S. Hildersley, upholsterers and cabinetmakers, at 388, Bowes Road, Arnos Grove, N.11.

Mr. A. W. Austin, who has been appointed manager and buyer of this new venture, told a *Furnishing World* reporter: "We are dealing in all high-class fabrics and soft furnishings."

The firm's premises at 24, Waterfall Road, Arnos Grove, have now been closed and all business transferred to the new address which has large workrooms at the rear of the store.

COMFILUXE Guaranteed UPHOLSTERY has that distinction of design, appearance, and quality which attracts a ready sale with the public.

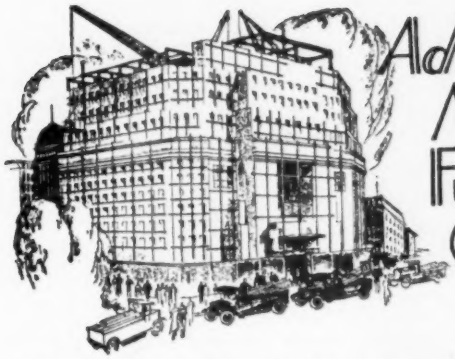
This Mark identifies it.

Send for illustrated Catalogue of new range of designs.

COHEN & ENSER LTD

WHITEFIELD . . . . . Nr. MANCHESTER

Phone: 2207-8 *Grams: COENSER, WHITEFIELD*



Advance News of Furnishing Contracts

READING. Corporation Health Committee has approved sketch plans by the Borough architect for the alterations, estimated to cost £5,000, at 78, Bath Road, to form an aged persons' hostel, and tenders are invited.

SOUTHAMPTON. Brickwood & Co., Ltd., of Bedford Brewery, Southampton, have plans to rebuild two public houses.

SOUTH SHIELDS HOTEL

SOUTH SHIELDS. The architects for the erection of an hotel at Bamburgh Avenue, for Lorimer and Clerk, Ltd., are Page, Son and Hill, 75, King Street, South Shields.

SWANSEA. Corporation Health Committee is to adapt "Eiranfa," Eaton Crescent, and "Earlsmoor," Bryn Road, as homes for the aged.

WAKEFIELD. Corporation Welfare Services Committee reports approval of M.H. to plans for the adaptation of Castle Lodge as a home for aged persons, at £4,368, and is to submit to the Ministry scheme for adaptation of Kettlethorpe Hall as a similar home, at an estimated cost of £4,500.

The T.C. Children's Committee has authorised the City Engineer to prepare draft scheme for the adaptation and extension of "Brantwood," North Avenue, as a children's nursery.

WANTAGE. New headquarters are proposed by the British Legion at Robey Villa Orchard, East Hanney, Berks.

WOBURN SANDS (Bucks.). Middlesex E.C. has approved the second stage of adaptation of Wavendon House, at £4,365, to provide a special school, and recommends that tenders be invited from selected contractors.

TIPTREE. Essex C.C. is recommended to accept the tender £2,683, for the adaptation of Kelvedon House, Kelvedon, as a children's home.

NORTHAMPTON. The T.C. has approved plans for an hotel to be erected by Northampton Brewery Co., Ltd.

NORTHUMBERLAND. The Mines Welfare Department Architects Department, Saville Row, Newcastle, are to prepare plans for the erection of a canteen at Ellington Colliery.

NORWICH. Town Council is to invite tenders for alterations at Hill House, Hethersett, for accommodation of aged persons, at an estimated cost of £4,500.

PRESTWICH. Manchester Regional Hospital Board has received M.H. authorisation for alterations at the South Drive Nurses' Home, at an estimated cost of £3,000.

SURREY. County Council is recommended to approve in principle a £1,675,200 building programme for the Fire Brigade, as follows: Headquarters, to include training school, workshops, depot, stores and 37 staff houses, etc., at £325,000; 32 new stations, at £874,000; 246 firemen's houses, at £476,200.

SWINDON. Fielding, Dodd & Stevens, 21, Turf Street, Oxford, are the architects for the erection of a pathological laboratory, etc., at St. Margaret's Hospital.

WARWICKSHIRE. Adaptation of "Glendossil," Henley-in-Arden, as a residential school proposed by the E.C. Estimated cost £14,750.

SHEFFIELD. United Sheffield Hospitals, Royal Hospital, Sheffield, propose an expenditure of £12,500 on alterations to the Sheffield Centre for Rheumatism.

SIDCUP. South-East Hospital Board, 11a, Portland Place, W.1, are to construct an out-patients' department at Queen Mary's Hospital.

£40,000 FOR TRAINING COLLEGE

ILKLEY. West Riding Education Committee has recommended to County Council to purchase Wells House Hotel, Ilkley, for £40,000, for adaptation as a domestic science teachers' training college. The alterations are estimated to cost about £120,000.

SOUTHAMPTON. The architect for the rebuilding of Bitterne Church Institute is R. W. Small, 402, Bitterne Road, Southampton.

STOCKTON-ON-TEES. The E.C. is to consider converting "Elmwood" into a community centre. The Borough Architect is T. C. Hartley, 28, The Square, Stockton-on-Tees.

SWANSEA. T.C. planning permission granted: War damage reinstatement of Rialto Cinema, at £7,000, for Swanton Cinema Co.

Eynon's Royal Hotel Buildings, High Street, Swansea, are to erect a café with flats above.

TOWCESTER. The rebuilding of the Conservative Club is proposed by the Conservative Association.

WALLASEY. Tenetes Properties, Liverpool, are to rebuild the Coliseum Cinema.

WINDSOR. Plans approved in principal by the T.C. for the reconstruction of the Guildhall, at £8,000.

WORCESTER. Additions to nurses' home at Royal Infirmary: Spicers (Builders), Ltd., Ombersley Road, Worcester. £18,139.

HYPNOS Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses, Divans, Bedsteads and Spring Mattresses.

How a firm succeeded in—

Winning Over the North to Contemporary Design

IT was estimated that, on the opening days, at least 1,000 people visited the special display of five contemporary furnished rooms which were shown by Hemingways Furnishers, Ltd., The Headrow, Leeds, recently, and on many occasions there were queues of interested "viewers."

The exhibition was run in co-operation with the Council of Industrial Design and was based on the house furnished by John Hill and exhibited at this year's "Daily Mail" "Ideal Home" exhibition.

The rooms were designed to show modern furniture in attractive surroundings. They were specially built on the ground floor. A large front window was used for the sitting room and this formed an ideal introduction to the rest of the show. It drew the public into the shop and also meant that when they walked in at the main doors they did not have to search for the exhibition rooms. The first and second floors were devoted to the normal displays and the basement to an amazing variety of electrical labour saving devices.

Mr. Hemingway says he and his staff were very surprised to see how many people in the North of England were interested in contemporary furniture.

"*We found it attracted the sort of people who ask intelligent questions, take their time to make a choice, and even want to come along again before reaching a final decision. They are the type of customers we want to cultivate, not the people who buy a house-full of furniture in half-an-hour, or in other words buy in haste and repent at leisure.*

"It has been very interesting, too, to find that the furniture really interested the working class of people. One couple said that they would like to have seen even more rooms. The husband passed a remark which was specially intriguing for this part of the country, 'Well, after all a settee is not so essential'."

Mr. Hemingway went on to say that he found people were delighted when they realised that the furniture could actually be purchased. There had been so many exhibitions of contemporary furnishing, but the public had been told that they were not yet available in this country.

Hemingways found that students were among the first to visit the displays and they were so interested that it was suggested that parties of students should be invited to visit the show. Arrangements were made with the local Education Committee and invitations were extended to the College of Art to send groups of their senior scholars along. These teenagers showed considerable interest in the bed-sitting-room suitable for the daughter of the family who longs for a "place of her own," and one of the best selling lines proved to be a dressing-chest-cum-writing-desk in natural oak featured at £21.

Miss Mugglestone who was there on behalf of the Council of Industrial Design said that the display had aroused tremendous interest in the North where people have not so many opportunities as Southerners to see new ideas in home furnishings. She was amazed by the fact that the majority of the people did not appreciate that the furniture could actually be bought.

Great interest was shown by schoolgirls in the dressing-chest-cum-writing-desk fitment in the teenager's bed-sitting room.

Developing Public Taste

"*We feel that the exhibition will play a useful part in developing public taste in furnishings," said Mr. Hemingway. "My own conclusion is that an exhibition of this type in the Provinces is an excellent method of 'feeling the pulse of public taste' without involving the retailer in heavy losses. While I feel now that we traders have been rather backward in risking these new designs, I do realise that it would mean 'special bargains' at sale time if they had been purchased in the usual way, displayed, and found not to interest our public.* I feel that West Riding people are definitely interested in this modern style furniture. They are not, after all, so conservative in their furnishing tastes as many furnishers believe them to be. They should be given more frequent opportunities to see for themselves the latest trend in furnishing designs."

Publicity Methods

Mr. Hemingway believes that the success of the exhibition was, to a large extent, due to the firm's special advertising campaign and other methods of publicity.

"We sent out over 8,000 illustrated circulars giving the story of the display to our regular mailing list," he said. "The circulars showed pictures of each of the room schemes and gave the prices of each article as well as a short description."

It was decided that really worthwhile display advertisements would mean taking very large spaces which were not only difficult to book, but also expensive, so a series of "smalls" were specially written to arouse interest. They were inserted in the personal columns of the "Yorkshire Evening Post," "Yorkshire Evening

News" and many small country papers. These proved very effective.

Hemingways have their own little printing press on which they "run off" pamphlets and circulars.

Members of the staff were just as interested in the exhibition as the management and they volunteered to work until 8 p.m. each day, in rotation, during the run of the exhibition. This enabled business people to see the show after office hours, and it made it possible for the housewife to meet her husband when he left the office so that they could view it together.

PLANNING AHEAD: Hemingways believe that in interesting students in modern design they are preparing their customers of the future.

. . . and this is how a firm in *America* won-over the public to modern furniture

A CAMPAIGN to educate the public in the design of modern furniture proved a great success recently when staged by the American store, Sachs of New York.

Sachs wanted to interest their customers in modern furniture in its most advanced form. Indeed they have over the past several years consistently pioneered in an attempt to mould the public's taste in that direction.

Their recent effort was evolved with the view of presenting to the public the prize-winning designs in the American Museum of Modern Art competition.

It is no easy matter, however, to convince people that these modern designs are not just a laughing matter, but seriously meant for use in the home. And Sachs decided that they would have to handle the whole thing with velvet gloves. To fill their display windows with the prize-winners might very well have alienated a considerable portion of the store's "bread and butter" customers, who find that kind of design distasteful.

Gradual Conversion

They decided to make the conversion gradual. Displays were set up so that as the customers walked through the store they found around each corner a suite slightly more modern than the last. This idea of presentation was a great shock-absorber so that by the time customers reached the Museum of Modern Art designs they were psychologically prepared for them and found, much to their surprise, that they were not uninterested.

There were seven distinct styles on show starting from the 18th century. The customers, after visiting the exhibition, were asked to record a vote for their favourite style.

Could be Adapted Here

This is a scheme which could be easily adapted by the furnisher in England. It is an excellent method of drawing the public eye towards modern design.

Of course the idea would probably have to be run on smaller lines and it would not be possible to lead up to quite such advanced designs, but it would help the public to realise that you are never behind the times. And it would jolt them out of their complacent desire for antiquated ideas.

Of course it must be remembered that just placing the suites of furniture in a vacant corner is useless. They must be arranged as they would be in their own Age, and accessories of that period added to give a touch of authenticity.

Sachs even went as far as to dress figures in costumes of the Regency, Victorian, Edwardian, First World War, 1920's, 1930's and present-day periods.

Choosing the Furniture

For the group of advanced modern furniture choose a suite without ornamentation of any sort, with smooth streamline arms and legs and symmetric curves. Try to suggest to the public how well these pieces look in a normal home. Do not show them in ultra-modern surroundings with futuristic pictures on the walls, for this is the type of room that few people would really like to live in. Aim at the impression of a smart, modern but comfortable room.

Tying Up with Window Displays

Window displays could also be made to tie up with the scheme. Try, if possible, to blend a mixture of period and modern designs, showcards pointing out the advantages of both and invite the public inside your shop to view the furniture as it would be arranged in a home.

If your shop is too small to stage an exhibition of this type inside the showrooms, a similar idea could be run merely by using window displays. Advertise that you intend to show a series of displays showing the trend in furniture design throughout the last two centuries. Start the series with the oldest period you intend to display (this will entirely depend, of course, on the style of reproduction furniture you can stock) and then every time you change the display take one step forward until you eventually reach the modern age.

* * *

On these two pages we have shown how an English firm and an American firm have tackled the problem of educating their customers in modern furniture design.

From the experiences of these two firms retailers will see the difficulties they are liable to meet, and how to counter them.

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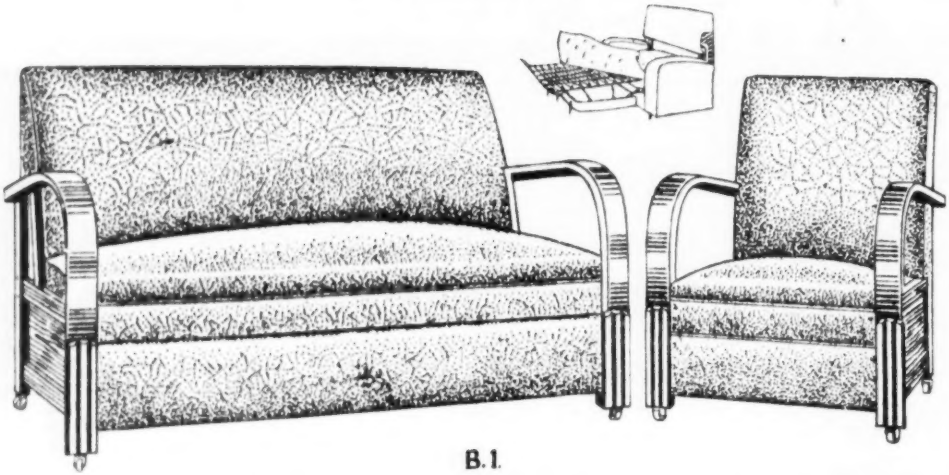

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The Gazette

THE COMPANIES ACTS
WINDING-UP ORDER

Amhurst Veneer Pressing Co., Ltd., 55, Whitecross Street, London, E.C.1.—Winding-up Order, July 31.

COMPANIES WINDING-UP

Industrial & General Flooring Co., Ltd., 94, Shaftesbury Avenue, London, W.1, manufacturers of flooring and floor coverings.

The first meeting of creditors was held on August 8 under a winding-up order made on July 10.

Official Receiver reported that the company was incorporated as a private concern in March, 1947, with £100 nominal capital, all of which was issued, to take over a partnership business, Industrial & General Flooring Co., formed in December, 1946.

Accounts for the year ended March 31, 1948, showed gross profit £4,430 and net profit £636 on sales of £15,896; but in the following year gross profit was £1,051 and net loss £1,198, on sales of £6,193. For the period from April 1, 1949, to the date of the winding-up order, sales were £1,723, gross profit £386 and net loss £1,418.

The statement of affairs disclosed liabilities of £2,427 of which £722 was due to preferential creditors and £1,705 to unsecured creditors. The assets were estimated to produce £18.

No resolution was passed and the matter was left in the hands of the Official Receiver as liquidator.

Woburn Cabinet Co., Ltd., registered office 5, Giltspur Street, London, E.C.1, furniture manufacturers.

The following are creditors in this recent failure:—

Avco, Ltd., £118; Bendix, W., £88; B.J.L. Glass Co., £367; Bosman Robinson & Co., £63; Boston Veneered Mouldings, Ltd., £85; Central Veneer Co., £175; Coronet Timber Co., £261; Coor, C., £50; Clare & Co., £75; Denny Mott & Dickson, £50; Dickson Veneer Co., Ltd., £92; Hadley & Ottoway, £30; Inman Bros., £35; Kravitz, B., £220; Klug & Sons, Ltd., A., £420; Leroi Flesch & Co., Ltd., £65; Lewis & Sons, Ltd., L., £20; Lawrence, A., £250; Nordon & Co., £50; Perry Hosey & Co., £92; Reuben & Co., Ltd., H., £22; Rosen, B., £253; Resnik & Co., Ltd., L., £340; Sonkin Timber Co., £995; Standard Plywood Manfg. Co., Ltd., £1,157; Stamford Trading Co., Ltd., £125; Unerman & Sons, Ltd., £50; Wilkes, Berger Eng'g Co., Ltd., £21; Warshaw & Son, Ltd., £55; Woodrich, Ltd., £260; Wolff, D., £50; Bankers, £1,274.

Moss Veneering Co., Ltd., 49-51, Moss Street, Roman Road, Bethnal Green, E.2, cabinetmakers, french polishers, etc.

At the first meeting of creditors the Official Receiver reported that the winding-up order was made on July 10.

The company was formed in April, 1947, with a nominal capital of £1,000, of which £600 was issued. A director had stated that in 1947 there was an insistent demand for Utility furniture veneers, and having had thirty years' experience, he conceived the idea of forming the company for the purpose of carrying on that trade. The company rented premises at Moss Street, E.2, and commenced trading towards the end of April, 1947. The process consisted of gluing the veneer to the panel, pressing, sanding and cutting to the required size. It had been explained that the purchase of those veneers had to be in bulk as suppliers were subject to Government control and it was not possible to examine all the veneers and purchases were based on the quality of the top layers. Upon opening up bundles it was frequently found that veneers lower in the bundles were of poorer quality and it had been estimated that an average loss of 20 to 25 per cent was incurred.

In September, 1949, the company had plenty of work on hand and a hot and cold press was purchased for £1,000. The company gave a deposit of £25; the balance of £975 was intended to be paid through a H.P. firm. However, no financial assistance was obtained, and in April last the supplier obtained judgment against the company for the outstanding amount plus costs. On July 7 the company ceased trading.

Liabilities filed amounted to £5,650.

According to a director the failure was partly due to the depression since January this year, to the judgment obtained against the company and to the poor quality of veneers purchased.

No resolution was passed and the matter was left in the hands of the Official Receiver as liquidator.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Narramore, Alex. D., 45, Fernshaw Road, King's Road, Chelsea, S.W., furniture dealer. £14 3s. 3d. April 24.

Wye Valley Upholsterers Bedding Manufacturers, Ltd., R/O: Red Lion Yard, Elgin Street, Hereford. £27 6s. 3d. June 23.

Rust, F. W. (male), 166, Frankwell, Shrewsbury, furniture dealer. £12 4s. July 6.

E. C. Tucker & Son (a firm), 22, George Street, Warminster, cabinet makers. £13 14s. 2d. July 5.

Terry, Donald Percival, 116, Belsize Road, Hampstead, N.W.3, upholsterer. £58 16s. 3d. June 27.

Wright, H. (male), Station Road, Stainforth, near Doncaster, complete house furnisher. £76 16s. 3d. July 10.

Reade, Thomas & Moore, Limited, R/O: 170, Trafalgar Road, Greenwich, S.E.10, house furnishers. £53 17s. 6d. June 28.

Courts, John Richard William, 168, Major Road, Stratford, E.15, upholsterer. £14 18s. 6d. June 14.

Hanson, Gerald Lyle, 6, Wordsworth Road, West Bridgford, Notts., **Harrow,** Stuart Milne, 79, Mansfield Road, Daybrook, Nottingham (lately trading together as **The Forest Furnishing Co.,** 184, St. Ann's Well Road, Nottingham), furnishers. £15 11s. 4d. May 31.

INCREASES OF CAPITAL

Venmala, Ltd., manufacturer of veneer mouldings, etc., 66, Goswell Road, E.C.1.—Increased by £1,000, in £1 ordinary shares, beyond the registered capital of £100.

John Littman & Sons, Ltd., manufacturing upholsterers, etc., High Holborn House, 52-4, High Holborn, W.C.1.—Increased by £2,000, in £1 ordinary shares, beyond the registered capital of £4,000.

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'Formafelt' fluting felt in different weights.

'Lintaspring' for cushion and mattress interiors etc.

Whether breaking new ground or maintaining the trust of old customers the manufacturer who makes a product that not only looks well on the surface but also has the quality interior to back it is surely investing for better business in the future. His customers come again!

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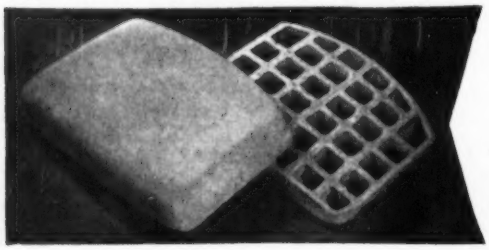
Lintafelt. The hygienic cotton felt filling for bedding and furniture, etc. It is 'non-shifting,' 'non-lumping' and easily handled. It is supplied in continuous or cut-length rolls; in weights and widths to suit any requirement; or as cut-to-shape pads with or without hessian backing to form flies. 'Formafelt' fluting felt is another convenient form.

A typical Lintafoam cushion



Coir or sisal needled on to hessian is also supplied by the roll or as cut-to-size pads.

Lintasprings. Made from high grade spring steel 'Lintaspring' suite units, tension spring sets, cushion and mattress interiors are produced at the Brimscombe plant. The Lintafelt organization is hoping shortly to be able to meet all the demands of the trade.

Lintafoam latex foam cushioning is supplied to manufacturers of bedding; furniture; car, office and cinema seating, etc. As well as a large standard range of cushions and sheeting, special contract production is a feature of the service.

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The Furniture Bedding & Upholstery Manufacturer
VOL. 26, No. 335 August 18th, 1950
A PRACTICAL JOURNAL FOR THE FURNITURE AND WOODWORKING INDUSTRIES

New Furniture Finishes at Earls Court Show This Month

How Light Affects Colour Values in the Works

THE British Colour Council, at the Industrial Finishes Exhibition from August 30 to September 7, will illustrate various phases of its activities with particular emphasis on industrial finishes.

THE council has many members producing various types of industrial finishes, and will show how colours are co-ordinated between various sections of industry.

This will involve:—

1. The illustration of the practical system from which all colours are derived.

2. The production of colour ranges and how technical considerations affect the selection.

3. The colours seen against different coloured backgrounds or in conjunction with others.

4. The necessity of considering the worker's concentration against certain coloured backgrounds, and how eye fatigue may arise.

Since the council has for twelve years advised on colour and lighting in factories, and has conducted much research, the results of its findings will be of interest to all who are concerned with industrial finishes, whether for machine tools or office furniture.

The effect of artificial light on colours will be shown, and the light sources will include tungsten and various types of fluorescent lighting. Safety and identification colours will be displayed and their uses illustrated.

Some New Warerite Applications

WARERITE, LTD., are not occupying stand space at the Industrial Finishes Exhibition, Earl's Court, London, from August 30 to September 7, but they are exhibiting five wall panels which illustrate applications for Warerite Laminated Plastics.

These materials are solid, homogeneous panels or veneers with an attractive patterned or coloured surface. Because the patterns and colours are an integral part of the plastic sheet, the use of Warerite plastics for covering tables, counters and furniture eliminates the need for painting on installation.

New Enamel Finishes

AN entirely new enamel treatment, particularly suitable for furniture makers, will be shown by the Lewis Berger Group for the first time at the Industrial Finishes Exhibition at Earls Court from August 30 to September 7.

THE new enamel finish is known as "Polykem 666," and is an air-drying styrenated enamel. The paint treatment is used for machinery plant, radiators, and so on, but it is applied as a finishing treatment only on hardware furniture and similar products.

Another stoving enamel known as "Polykem 999" will also be shown. It is for use where a slightly less expensive quality than the "Polykem 666" is required.

This company will also be displaying a new stoving enamel, "Polykem 222" which is in white only.

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and at LIVERPOOL, BIRMINGHAM, GLASGOW

More Facts About Revolutionary

How The American Tests Were Operated

THE description in "World" issue July 21 of the new circular saw blade designed and made by the German firm, Wilhelm Grupp, has aroused tremendous interest in the industry and enquiries are still being received by the Features Editor from all parts of the country.

One manufacturer writes: "My sawyer says he will believe it when he sees it!"

THE *World* this week gives further details of this revolutionary saw design, which it has received from its American correspondent. He deals first with the dangers of kickback, and claims that the most serious occur in the edging of boards, usually short ones somewhat longer than twice the distance from the front of the saw to the back of the table.

At the instant that the edging is finally severed, the overhang beyond the table causes the front end of the edging to rise. If the front end swings in toward the saw, it may be caught by the teeth and "javelined" forward with enough force to pierce a body completely.

Incidence of Kickback

The next most important type of kickback occurs during repeat dipping, in which a piece of wide timber is ripped into three or more pieces. In bringing the timber back over the saw for the next cut, the back end of the piece may be dropped enough to be hooked by the saw. The piece may be hurled forward with either a spear-like or a tumbling motion, depending on the length of piece and position at the moment of contact with the saw.

A third type of kickback occurs in ripping short pieces, not much longer than the chord of the exposed segment of the saw. Normally, the timber is simultaneously fed and held against the fence by a diagonal pressure applied at the outer corner. At the instant the cut is completed, this diagonal pressure tends to swing the further end of the outer piece into the back of the saw, where the rising teeth may lift the stick and throw it forward, with an additional chance that the hand may strike the blade as the piece suddenly jumps.

Fourth most frequent among accidents not involving direct contact with the saw are those resulting from small loose pieces (end trimmings) being caught by the rising side of the saw and thrown upward and forward, resulting mostly in eye and other face injuries.

Pinching is another cause of kickbacks, but is readily prevented by the use of a riving knife. A riving knife is useless with the opposite action, spreading, which may cause serious kickbacks by crowding the timber between saw and fence against the saw so that the rising teeth at the back lift the piece and throw it forward.

Safeguards and their Removal

This action is induced by the long fences, common on American saws. Such fences are prohibited in Switzerland, where the short fence is used, extending only one or two inches beyond the cutting point, permitting the timber to spread without crowding against the saw.

Modern bench saws are supplied with fairly effective safeguards. Only gross negligence will cause serious accidents when those safety devices are in position, but certain operations may require their removal, or be less convenient with them in place.

Removal of safety devices, whether through necessity or wilful disregard of safety in favour of greater convenience, exposes the operator to a tool that can be diabolically sudden in committing mayhem at either close or long range. Since exposure is sometimes necessary, but most often wilful, improving the protective devices is futile, and the most logical countermeasure is to tame the danger source, the saw blade itself.

Such is the solution to safety problems which is offered by a type of circular saw which has just been invented in Germany, and which is now being made in Switzerland.

The design feature that makes the saw so much safer than the ordinary saw is the back of the tooth, which limits the maximum cut per tooth. An unusually small number of teeth is used, thus giving greater rigidity to the blade.

One feature of the controlled-cut type of saw is that timber can be fed to the rising side of the saw without having it whipped from the hands. The lifting effort of the teeth is limited because very few teeth are in the cut, the cut per tooth is light, and self-feeding or drawing of the timber into the saw is limited to the rate established by the tooth. Even though the saw may not be perfectly fitted, and the timber permitted to leave the hand, the speed imparted to the pieces would be very slight, and not at all dangerous.

Feeding with the Saw

A spring hold-down attached to the fence or riving knife would be enough to prevent runaway in feeding with the saw instead of against it, as is normally done.

Feeding with the saw would have a number of advantages from the standpoint of safety. In case of body contact, the rising teeth would tend to throw the part away from the saw, rather than drawing it into the saw.

The edgings, blocks, or other pieces that travel toward the sawyer in normal kickbacks will travel away from the sawyer. Sawdust will also be thrown away from the sawyer, but a suction pick-up above the table will be needed. Any pinching that develops will occur at the back edge where the travel of the teeth is downward, holding the timber against the table and permitting the saw to relieve the pinch.

The greater safety offered by the controlled-cut saw is indicated by the favourable rates granted by the Swiss Industrial Insurance Institute when the saws used are of this type.

Blade Tested by U.S. Forest Products

To compare the relative safety of the controlled-cut saw with the usual type of saw, a series of tests were conducted at the Forest Products Laboratory under conditions permitting measurement of kickback forces.

A plywood panel was placed in front of the saw blade, suspended at its top edge so that it could swing freely in its supporting framework. By measuring the angle of

Circular Saw Blade

maximum swing when struck by kicked-back wood, the panel served as a ballistics pendulum.

Saws of the controlled-cut type, and the conventional saws of the same gauge and diameter were used alternatively on the same arbor at the same speeds for each test.

For the first test, edgings ¾ by 1¼ by 36 inches were placed alongside the saw in the position they would have at the instant of complete severance from a board being edged. The overhanging end, just long enough to overbalance the portion on the saw table, was given a slight swing (by an off-vertical guide) to bring the forward end of the edging against the saw as it swung upward. With both spring-set and swage-set saws, it was not possible to make the edging catch on the saw and be hurled forward. With the conventional saw, no kick-back could be produced by this manipulation, although it is known that such kickbacks do occur and can be serious.

The Second Test

In the second test, the ends of short lengths of timber were brought into quick contact with the saw, with the timber in both a horizontal position and sloping down toward the saw at 30 degrees to simulate the action when timber is allowed to touch the saw as it is being brought forward for a second ripping cut. Pieces of red gum 15 by 4 by ¾ inches were used for these tests, and the maximum kick-back energy for the controlled-cut saw was only 0.045 foot-pound, whereas the conventional saw produced a kickback of 0.25 foot-pound, about five times as great.

In another test, 1 by 6 inch boards 2 feet long were fed from the rear of the saw to rip through the middle of the piece. Boards were fed flat on the saw table, and also by resting the back end of the board on the saw table and slowly lowering the front end on to the saw so that the initial point of cutting was 2 inches in from the end.

With the controlled-cut saw, it was easy to hold the timber against the slight pull of the saw, which was very light and could be overcome by a fairly light downward pressure on the timber, such as could be provided by a spring hold-down attached to the fence.

With the conventional saw, strips can be balanced on the back edge of the saw table and the end allowed to ride on the top of the saw. The piece can be fed slowly downward until cut through, but if the timber is then fed with the saw it may be whisked forward very violently.

One such piece, having an end area of 1¼ square inches, was driven 16 inches through a ⅜ inch 5-ply Douglas fir panel.

"Flying Chips" Experiment

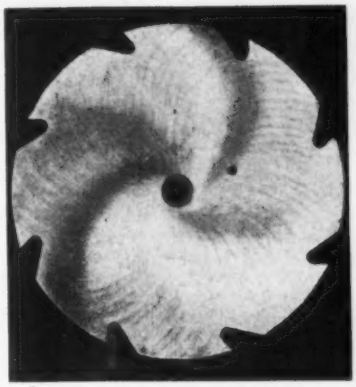
The danger from small pieces flying (end trims) was compared by exposing the saw 2 inches and pouring a box of ⅛ inch cubes on to the back half of the saw from a height of 12 inches. The cubes lying on the saw table were then pushed into the back or rising side of the saw. With the swage-set controlled-cut saw these cubes were tossed upward a maximum of 1¾ feet and only a short distance horizontally, with not enough speed to sting. The spring-set, controlled-cut saw, having twice as many teeth as the swage-set, tossed some of the blocks somewhat higher and faster, but not dangerously so. The conventional saw, however, snapped the blocks forward and upward at velocities sufficient to dent plywood about 1/16 inch, and a splinter from one block was embedded in the plywood deeply enough to require a slight tug to remove it.

Many of the blocks thrown by the conventional saw passed, at eye level, the position a sawyer would normally occupy.

No "Grabbing" with New Saw

Some pieces of 1 by 5 inch dry red gum known to have internal stress that would produce pinching were ripped into thirds, one cut with a conventional saw, the other with the controlled-cut saw. The timber had some twist and when the front end of the piece reached the back of the saw, the downward pressure was shifted to the opposite edge of the timber to aggravate the effect of the pinching by twisting. No reaction could be induced with either controlled-cut or conventional saws, although this procedure is known to produce grabbing.

Some short pieces of timber 1 by 3 by 9 inches were placed along the saw on the side away from the fence, to represent rippings or wide edgings, and a diagonal pressure applied to force the far end of the piece against the rising edge of the saw, as in normal practice where



This new circular saw blade has a circular periphery interrupted at long intervals by teeth which protrude only slightly beyond the periphery.

the timber is pressed by hand toward the fence during feeding.

With the controlled-cut saw, no lifting of the edging could be obtained, unless it was swung sharply into the back of the saw. Under such conditions, the edgings were sometimes turned over sideways, but never thrown off the saw table.

With the conventional saw, the same reaction was obtained, but somewhat more violent in one instance when a ripping struck the plywood panel 15 inches above the saw table level with about 5 foot-pounds energy.

With the saw stopped, and projecting ½ inch above the table, a piece of ¼ inch board 6 inches wide and 18 inches long was placed on the saw table, with the leading end resting on the saw about half-way between the near edge and the top. The saw was then started, to simulate the occasion on which a fence might be adjusted from a layout mark on a short board, the balance point of which is slightly off the saw table unless the board is pulled forward and thus engages the saw.

Stalling a Low-Powered Saw

On starting up, a low-powered saw may be stalled, but it is more likely that the board will be whipped forward. Under these conditions, the controlled-cut saw barely slid the pieces off the saw table, with practically no tooth marks on the end of the pieces. With the conventional saw, the forward starting thrust was somewhat more vigourous, and the saw tooth usually ripped out splinters about 2 inches long.

As a final test, pieces of 1 by 5 inch red gum were cross-cut on rip

(continued over page)

Results of FPRL Research into

Latest Uses of Adhesives in Furniture Production

(Continued from last week)

ATTENTION has been given to establishing a practical means of measuring radio-frequency power, and to its application to glue-setting operations. Preliminary work on the application of radio-frequency heating to joints has shown that the rate of energy absorption in the glue-line may be measured progressively as the glue sets; in a urea-formaldehyde glue joint subjected to a constant voltage, the power developed in the glue quickly rises to a maximum, presumably while its conductivity is being raised by the heat, and then falls to a small value while the glue is setting and becoming dry.

At the peak, the glue absorbed about 93 per cent of the power delivered to the type of joints tested. This was at a frequency of 5½ megacycles per second; at higher frequencies a larger proportion enters the wood and is virtually wasted; the proportion of power wasted in the wood is also greater when the whole heating cycle is considered.

The power data being obtained will be of value in selecting the optimum frequency for gluing work, in assessing the relative merits of different classes of adhesives from the radio frequency points of view, and in designing plant for specific applications.

The upper range of frequency of the present equipment is 45 megacycles per second, but a further generator has now been provided by the Ministry of Supply to raise this limit to 160 megacycles per second. Such high frequencies are of value where very high power concentrations are required, and where selective heating of the glue is to be avoided.

A Less Expensive Hot Press Method

The introduction of synthetic resin glues, says the report, has resulted in the general use of hot press techniques in plywood manufacture and veneering. Conventional multi-daylight hot presses are, however, very costly, and any inexpensive method of modifying existing cold presses for hot press work is attractive to many firms.

The use of semi-flexible electric heating pads of large area provides a solution, and the method has already found application. This has a positive advantage over hot-plate methods for veneering, since rapid surface-heating followed by quick cooling after switching off can be easily and economically effected. The pads may be in the form of electric blankets operating at mains voltage, or may consist of bare metal sheets heated by a very large alternating current at low voltage derived from a transformer.

The latter method has great advantages in safety, flexibility of application, and low replacement costs, and its study has been included in the research programme.

Difficulties are anticipated in obtaining uniform heating over large areas, and thermostatic control will be essential. An automatic control method based on the variations in element resistance with temperature has been devised, and will first be tested on strip-heating applications.

Measuring Moisture in Veneers

An essential adjunct to the dryer is a rapid means of measuring the moisture in the emergent veneers. As a start, the electrical resistance method is being tested, using an industrial model of moisture-in-timber meter, adapted for use on veneers, which are subjected to the application of upper and lower foot-actuated electrodes; for these, electrically conductive rubber has shown promise.

In contrast with solid timber, there appears to be no species correction for meter readings, and the thickness of the veneer has little effect. Owing, however, to the electrode configuration used, there is an overall correction to apply, which is about 2 to 3 at 15 per cent indicated moisture content. The method is therefore not precise, but is useful for checking purposes.

Methods of edging and splicing veneers have been investigated thoroughly and several improvements to the machines have been made.

Preliminary trials on a new type of "doctor roll" glue spreader showed that extensive alterations to the machine were required. These have been completed, and the machine, though as yet untested on long runs, shows promise of giving low and easily-controllable spreads of urea- and phenolic-resin glues.

Among the smaller experiments, steps have been taken to improve the performance of the glue mixer. This has involved making a study of the mechanics of mixing and the mixing properties of glues, followed by modifications of the machinery. As a start, casein glue has been studied, and for this glue it has been shown that the problem of large-scale mixing centres round the rapid provision of a large free water surface, without splashing and consequent air entrainment; and that stirring plays only a small part.

The New Circular Saw Blade

(from previous page)

saws with the stock held in the hand 1½ inches above and clear of the saw table, and feeding into the saw (not *with* the saw). The swage-set controlled-cut saw made the cuts under these conditions with only a few minor tugs or jerks that were easily restrained by the hands, even when the board was deliberately wobbled in both horizontal and vertical planes. With the spring-set controlled-cut saw, a little stronger action developed, pulled the board from the light finger grip used, but not hurling it violently.

When similar cuts were attempted with the swage-set conventional saw, one cut was completed, with several strong grabs that nearly pulled the board from a light finger grip. In attempting a second cut, the board was violently jerked loose with sufficient force to bend and break the corners from a number of the teeth.

Merits of the New Blade

The controlled-cut saw has real merit on hand-feed saw benches, where high feed rates are not the rule. The small number of teeth make the saw much quieter in operation than the conventional saw, and this feature contributes to the increase in safety.

Taming of the saw seems to be slightly more complete in the swage-set type than in the spring-set type. On machine-feed saws, fully housed and provided with anti-kickback and other safety devices, the safety features of the controlled-cut saw are not needed, and the light feed per tooth will require very high spindle speeds to permit high production rates.

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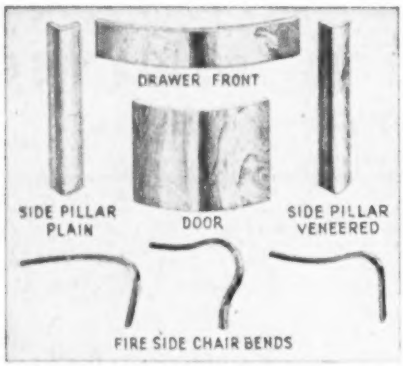

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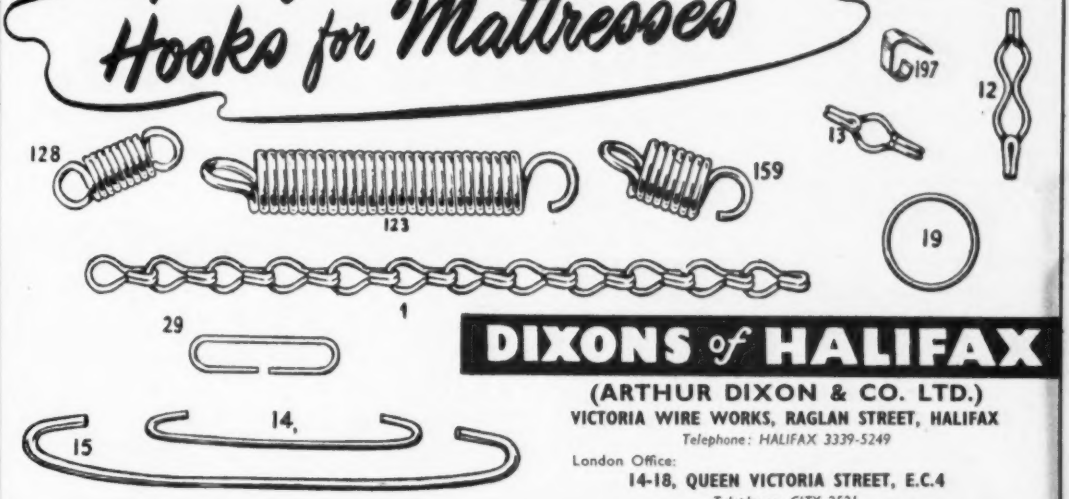

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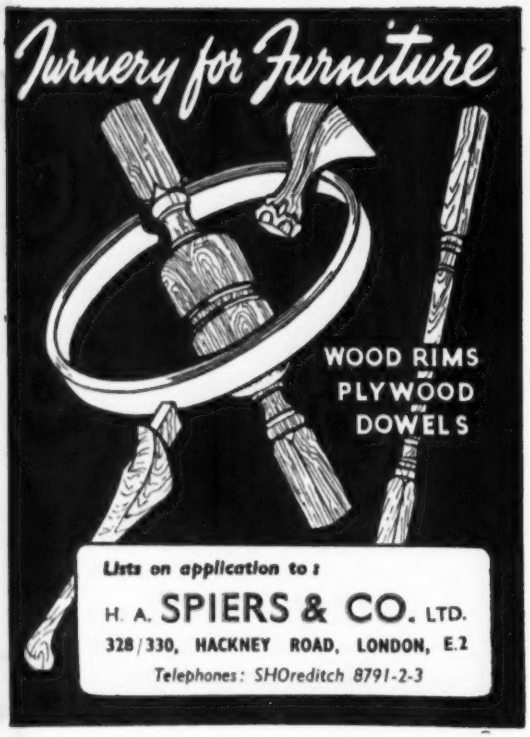

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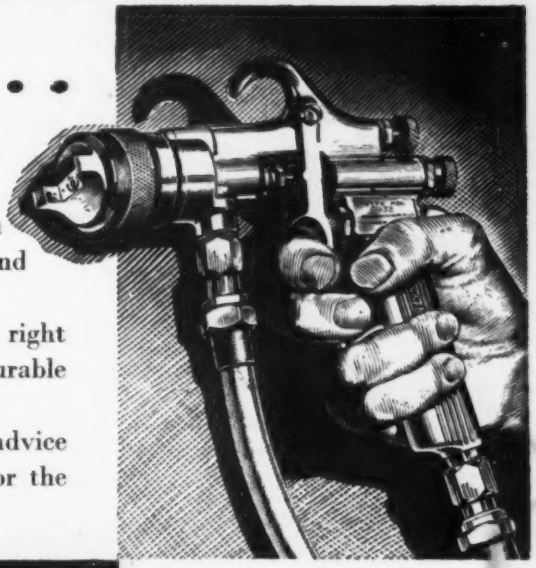

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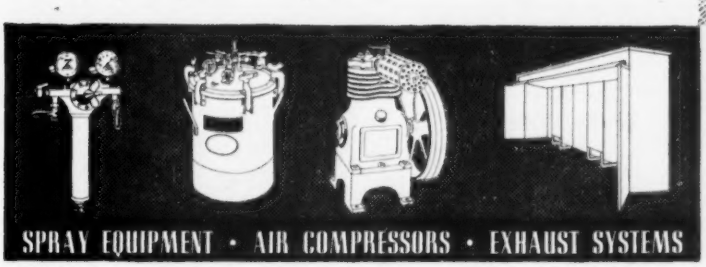

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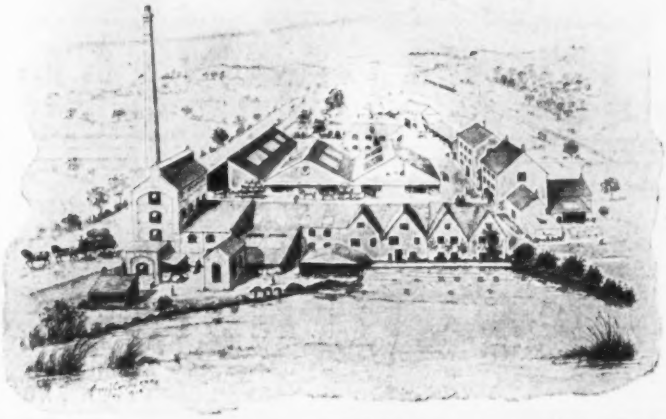

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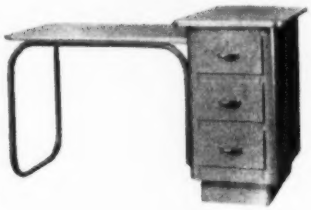

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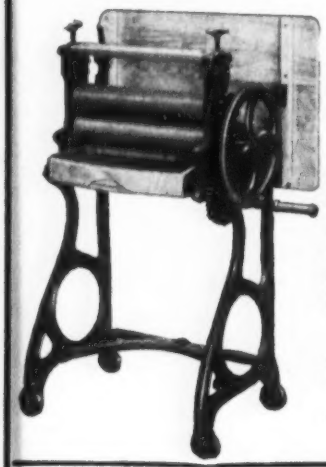

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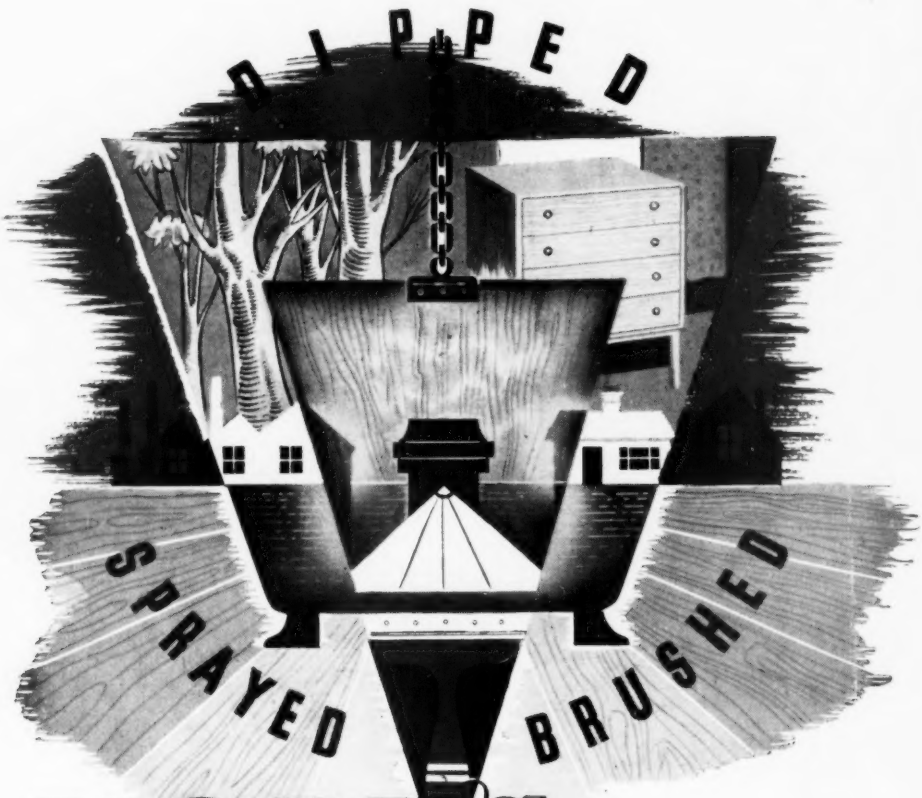

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